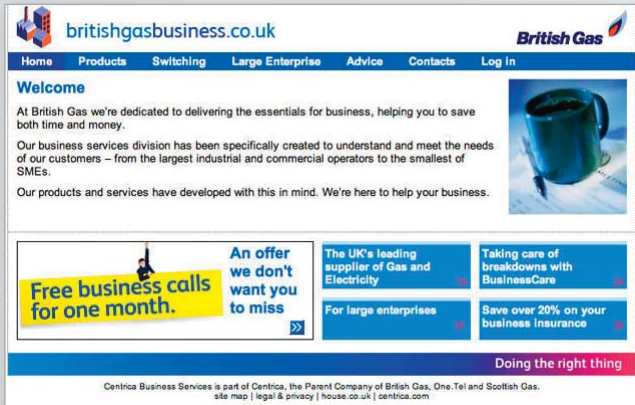taglab

british gas business website

The British Gas Business site targets both SMEs and larger industrial and commercial customers. Offering a combination of gas, electricity, telecoms and other business services, the site provides a combination of marketing and customer service information. The site is designed to comply with Centrica's group accessibility policies.

the brief

The British Gas Business website was originally acquired from Enron Direct, together with their existing customer base. At the time of acquisition, a bare minimum had been done to the site - switching Enron logos with British Gas logos. Taglab was briefed to bring the site in line with British Gas's new brand and accessibility guidelines.

insight

Before the site was redeveloped, most British Gas Business customers tended to make contact via the call centre, rather than using the website. Moving just a small proportion of customers online could result in a large saving in customer support costs.

solution

With no documentation or test environment available, Taglab sent a developer to work on-site at British Gas for the duration of the project. Going through the legacy code line-by-line, and with no access to the back-end system, Taglab developed an entirely new, standards compliant, accessible, re-branded front end.

results

The new front end validates against W3C's XHTML validators. It is compliant with WAI-AA accessibility requirements. As a result of the redesign, and a new promotional campaign, usage of the site increased, reducing pressure on the call centre.
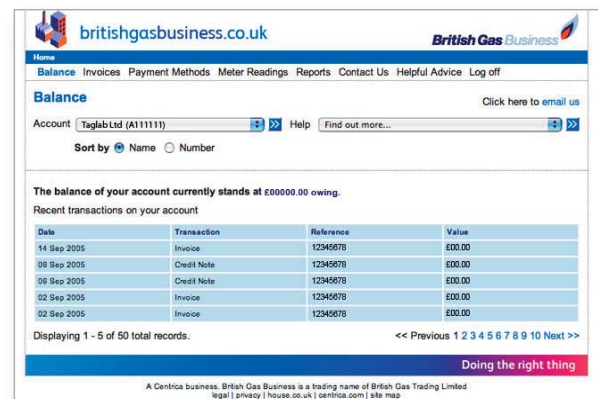
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