

A GUIDE FOR ENTERPRISES

How we assess your website to transform

Our discovery service assesses your current site and provides you with fully costed future website options so you can make an informed choice.



INTRODUCTION

Do any of these statements sound familiar?

- **Our website is so old that we can't easily upgrade it**
- **Our website is so complex we need developers to make any changes**
- **We've put the business logic into our website but now we don't know how to change it**
- **We know what we want to do, but really don't know how to achieve it**

If you recognise any of these situations, we can help you transform your web experience for your employees and customers.

As industry experts with a broad range of skills and expertise, we have a successful pedigree of crafting strategies and turning them into actionable roadmaps to help businesses achieve their desired outcomes.

This playbook outlines our approach to providing you with a range of options for your website transformation.

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Your challenges – Reliant on an old version of WordPress or Drupal

Your website is on WordPress or Drupal and is so old that it suffers from various functionality flaws. You've tolerated these in the past but increasing cyber awareness means these issues are now creating a crisis point which requires change.

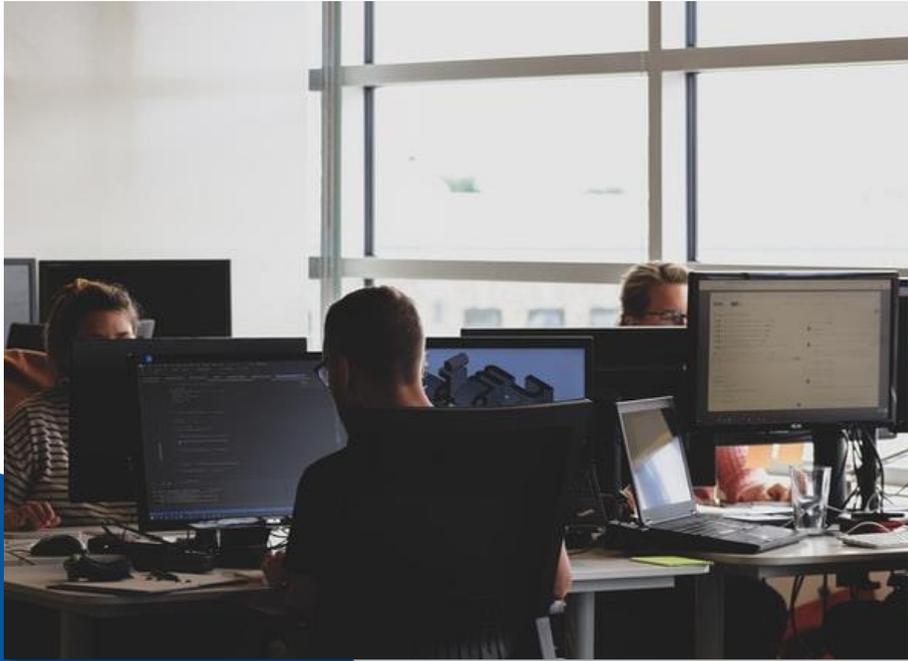
Issues include:

- **Known cyber vulnerabilities**
- **Business logic and information capture is hard coded.** Upgrading is challenging as functionality has been replaced or depreciated
- **Hacked responsive design.** Your website has been heavily customised and doesn't work very well on a mobile
- **Poor navigation** is unclear for users
- **Poor performance** impacts user experience
- **Frustrated marketing departments** have continual challenges with SEO, social media and email



Your challenges – Disjointed user experience is leading to poor customer service

Your customer and staff experience is disjointed, leading to frustration for all. You offer a service to your customers but they're unable to self-serve or easily make enquiries about your offering thanks to a convoluted manual process. There are often various challenges when creating personalised experiences:



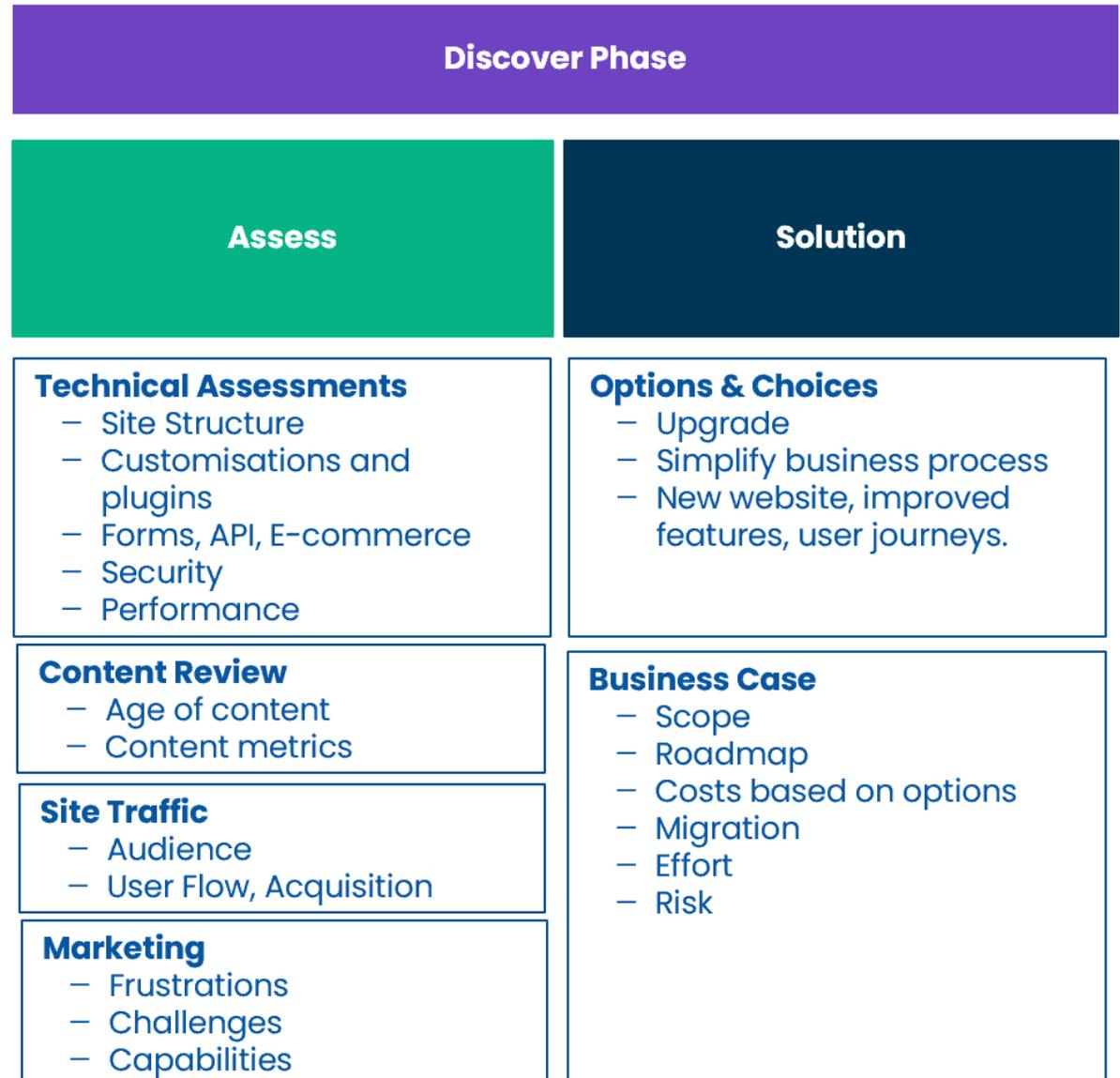
- **Where the identity of your customers varies or is inconsistent by service/ application**, password resets can end up being manual
- **Customer journey mapping is missing**, without understanding the challenges and frustrations of your existing customer journey, it's difficult to understand what is required for improvement. This can lead to piecemeal improvements that are costly and don't really tackle the underlying issue.
- **Legacy technology**, is powering lots of your back-office processes. It can't be easily changed and presents a security challenge when enabling your customers to gain secure access to update or self-serve
- **Disjointed CRM platform and omnichannel (web, chat, bot) experience**, features lots of breakpoints in the journey. Helping customers requires having to manually check lots of systems

Our methodology

Our proven discovery methodology provides you with an independent assessment of how you can transform and update your website.

At the end of this process, you will know

- If you should upgrade your existing website or move to a completely new one
- What's involved in your chosen approach
- What it will cost
- The full business case, documented and ready for presentation to your board



We provide clarity on how your site is currently performing

Assess phase



Technical assessments

We recreate your site structure, providing clarity on design and content. We create easy-to-understand technical diagrams explaining any challenges and issues.

Content review

We will trawl through your site to show you how many files you have and sort them by age to give you a sense of priorities for migration.

Site traffic

We will show you your site trends over the past three years and note changes in user behaviour to define your current customer journeys.

Marketing frustrations

We work with you to understand your current challenges and how you would like your marketing to perform in the future.

Options

Based on our assessment, we will provide you with recommendations and our reasoning behind the options. In each case, we will estimate the number of sprints, and associated costs and present your future roadmap.

Business case

We will co-author your business case with you, documenting the scope, goals, objectives and associated KPI's. It will include the project plan and solution overview, identify any risks and issues, and cover governance and what is required from you.

We define your strategic guiding principles for the future based on your business priorities. We highlight the strategy themes and ideas which will influence your options and recommendations during your digital transformation.

We can support you with the delivery of the business case to your executives to help you achieve boardroom success.

*We give you everything
you need to start
transforming your website*

Solution phase



The benefit to you

We have delivered our clients:

- Simplified websites
- Website migrations
- Operating costs reduced by £125,000



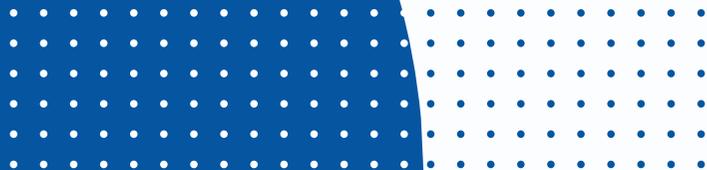
Our proven web assessment helps you in a multitude of ways:

- Executive alignment on your options and choices
- Full transparency on costs
- A comprehensive roadmap to ensure your business goals are realised
- As trusted partners we reduce your stress of the unknown

This process helps with presenting a business case to your executive board, setting budgets and defining scope. We use your goals and future operating model to identify the skills and capabilities required in the interim as well as longer-term requirements.

As your trusted technology partner, we are here to support you at every stage of your digital transformation journey.

[Read more about the results we've delivered for our clients.](#)



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Every business is unique in its setup, processes and goals. For us, it's all about **working as trusted partners alongside your business** to consider the whole picture. We take the time to understand your organisation, people and customers so that we can support your team and develop technology solutions that enhance experience rather than hinder it.

Contact us today – hello@thettg.com

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