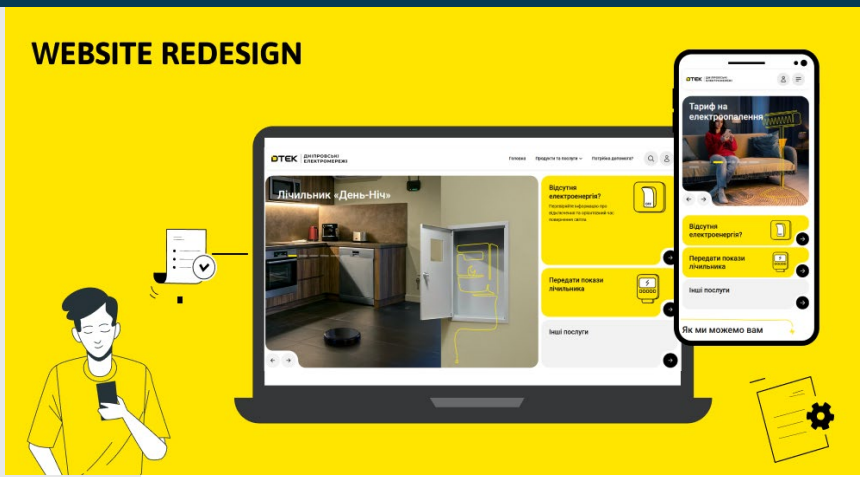
SUCCESS CASE 31.2026

The Website Redesign Project

FROM WEBSITE TO SERVICE: HOW REDESIGN TRANSFORMED THE CUSTOMER EXPERIENCE



THE CHALLENGE

The main goal of the project was to update the outdated website and make it modern, clear and convenient for customers. The existing website presented several challenges: outdated design, inconsistency with modern UX/UI approaches, complicated navigation and difficulty finding information. It was inconvenient to use on mobile devices and required an excessive number of steps to complete key customer tasks.

Updating information was slow, and content management was complex. The inability of customers to find answers quickly on the website also placed a high load on the contact centre.

THE SOLUTION

A UX audit and an analysis of key customer journeys were conducted. A new information architecture and simplified navigation were developed, alongside a complete redesign of the website interface in accordance with modern UX/UI principles.

The website was adapted for smartphones, tablets and desktops. Key services and information were moved to the first level of access, while loading speed and key customer journeys were optimised. A single design system and reusable components were created to support rapid website development.

MAIN ACHIEVEMENTS

A modern digital channel focused on customer needs was created. The new website structure reduced the number of steps required to complete key tasks, and essential information became available without navigating through several levels of menus.

The website was adapted for full use on mobile devices. Personalised services and key customer functions were brought together in a convenient and understandable interface. The development of self-service capabilities reduced the load on the contact centre.

A single design system enabled faster launches of new pages and services. The quality and speed of publishing relevant information also improved.

KEY SUCCESS FACTORS

The average time needed to find information on the website fell from 3 minutes to 1 minute. The number of steps required to complete a key customer task was reduced by a factor of three on average.

The share of mobile users successfully completing key tasks increased by 40%. The time required to update content fell from 1 week to 1 day. The share of customers finding the information they needed independently, without contacting an operator, also increased.

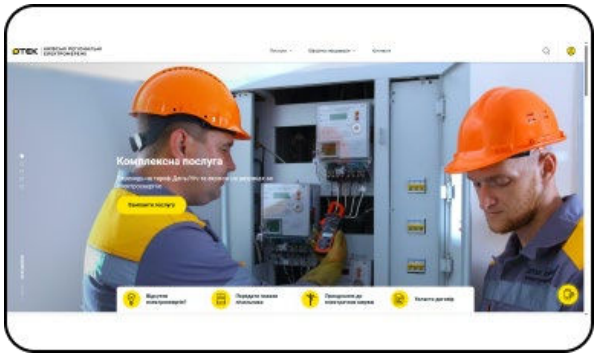
WAY FORWARD

The next steps include transitioning from an information website to a single digital platform for customer self service.

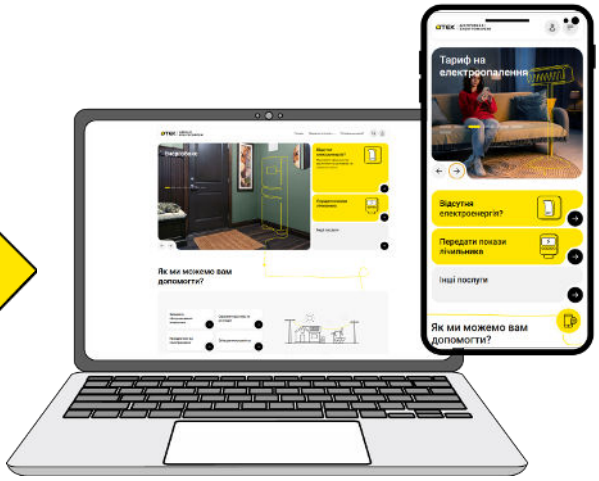
A single personal account will provide one point of entry to all services, documents and the customer's history of interaction with the company. Further developments include a common design system approach across all digital channels and the personalisation of content and services according to customer segment.

For more information about the project, please contact:
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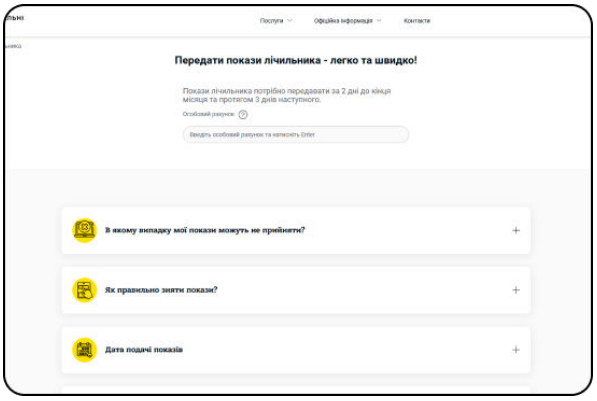
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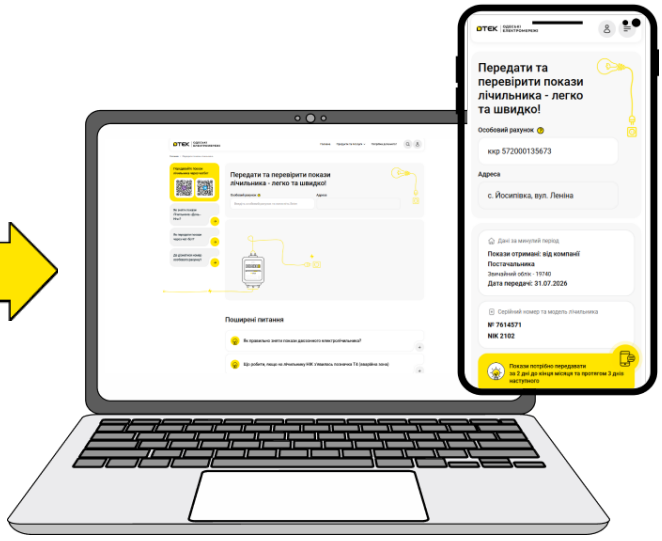
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