

SynerGIS

Client View

SynerGIS CEO

SYNERGIS

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SynerGIS aims to be a smarter alternative to a bank, offering fixed rate investment bonds over 1 or 2 years. The product is intended to be low risk while putting the customer in control of their investment and offering a competitive return. The company is a brand of Globaal Investment Strategy UK (GIS), a larger business which offers wealth management, foreign exchange, stockbroking and payment services.

SynerGIS wanted to ensure that the highest standards of digital governance were baked in from the beginning. Before launching their domain, it was important to them to ensure that they had automated digital governance management and monitoring in place.

“The biggest challenge that we faced was quite simply the consistent, real-time oversight and monitoring of the website structure, and particularly the interpretation of intricate technical details such as code quality,” said the SynerGIS CEO.

With an audience that expects perfect functionality, it was extremely important

to SynerGIS that they were able to guarantee an extremely high quality of delivery when it came to accessibility, user experience and compliance.

“Our top priority is most definitely user experience,” SynerGIS CEO said. *“It’s absolutely critical to us to make sure that the user has a seamless experience when using the website. We want to make sure that they encounter no errors or obstacles, such as pages that fail to load or cases where the user gets a 404 error. Time is a valuable commodity and our clients demand a flawless experience.”*



Service & Benefits of using Sitemorse

Ahead of launching their domain, SynerGIS needed a single platform that would provide them with a full overview of their digital performance and operations.

“Before using Sitemorse, we hoped to get a solution to provide reliable monitoring and full reporting on our website performance,” said SynerGIS CEO. *“Essentially, we wanted comprehensive monitoring in place so that we could follow functionality standards, improve the user experience and set measurable performance goals.”*

Sitemorse fit the bill, providing

functionality that covered all areas of digital governance along with reporting that provides clear, actionable advice.

“Fundamentally, Sitemorse offers a holistic overview of our website structure and offers detailed, intuitive steps on how to correct any issues, scaling from coding to compliance to spelling,” said the SynerGIS CEO. *“Furthermore, direct links to errors and weaknesses in the coding base means that implementing fixes is easy.”*

Sitemorse soon became a core part of SynerGIS’s operations, providing insights and recommendations at both the micro and the macro level.

“Sitemorse forms an essential part of our client process reviews and ensures consistency across our front and back-end procedures,” explained the SynerGIS CEO. **“Crucially, it enables us to guarantee quality at all levels. Sitemorse is invaluable for us.”**



“We were **extremely pleased** to have integrated Sitemorse into our management reporting.”

What does SynerGIS consider to be Sitemorse's best feature?

For SynerGIS, being able to optimise content in real time made a major difference – as did the highlighting of the most urgent issues, meaning that problem-solving was quick and simple, and major improvements could be achieved rapidly.

“For us, Sitemorse's best feature is the presentation of summary scores for all aspects of the website, meaning that we can prioritise which issues need to be fixed in what order,” SynerGIS CEO said. *“In addition, having real-time feedback and reporting provides us with a lot of insights and makes making changes easy.”*

How has Sitemorse fitted in and helped SynerGIS further improve?

Sitemorse has become a central element of SynerGIS's digital operations – both identifying existing issues and ensuring that new ones do not arise.

“We were extremely pleased to have integrated Sitemorse into our management reporting,” said SynerGIS CEO. *“It fits very nicely into our workstreams and enables SMART-target setting across our digital operations.”*

What does SynerGIS want to achieve going forward?

SynerGIS are happy with their current performance and will continue to use Sitemorse to ensure delivery of first-rate digital governance.

“Looking ahead, our top priority is to maintain the performance of the website and to ensure that alerts go out rapidly in the event of downtime so the situation can be remedied as quickly as possible,” said SynerGIS CEO.

Caroline Crosby, Sitemorse VP Client Experience, said:

“For a business in the financial services industry, it’s absolutely critical to deliver a first rate service, with high standards of usability and accessibility. It’s very satisfying to see Sitemorse helping an organisation to meet those targets and particularly one that has gone out before launch to ensure that monitoring is built in from the ground up.

“Something that we’ve worked very hard on is to make sure that we provide actionable recommendations and easy-to-digest summaries alongside more detailed reporting (for example, with our new Prioritisation Intelligence™ functionality). It’s fantastic to hear that

these features are empowering teams to accelerate improvements and it seems like SynerGIS are making great use of this functionality.

“Our mission at Sitemorse is to make it easy for businesses to deliver high quality digital governance. There are a host of challenges to any kind of manual monitoring but automated solutions mean that individuals can quickly and easily scan whole sites for critical issues, ranging from code quality to accessibility to compliance, and to make major changes fast. Nowadays, the public expects flawless delivery as standard – and it’s great to be able to help organisations to provide that.”

“In the financial services industry, it’s **absolutely critical to deliver a first-class service**, with high standards of usability and accessibility. It’s very satisfying to see Sitemorse helping an organisation to meet those targets.”

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