

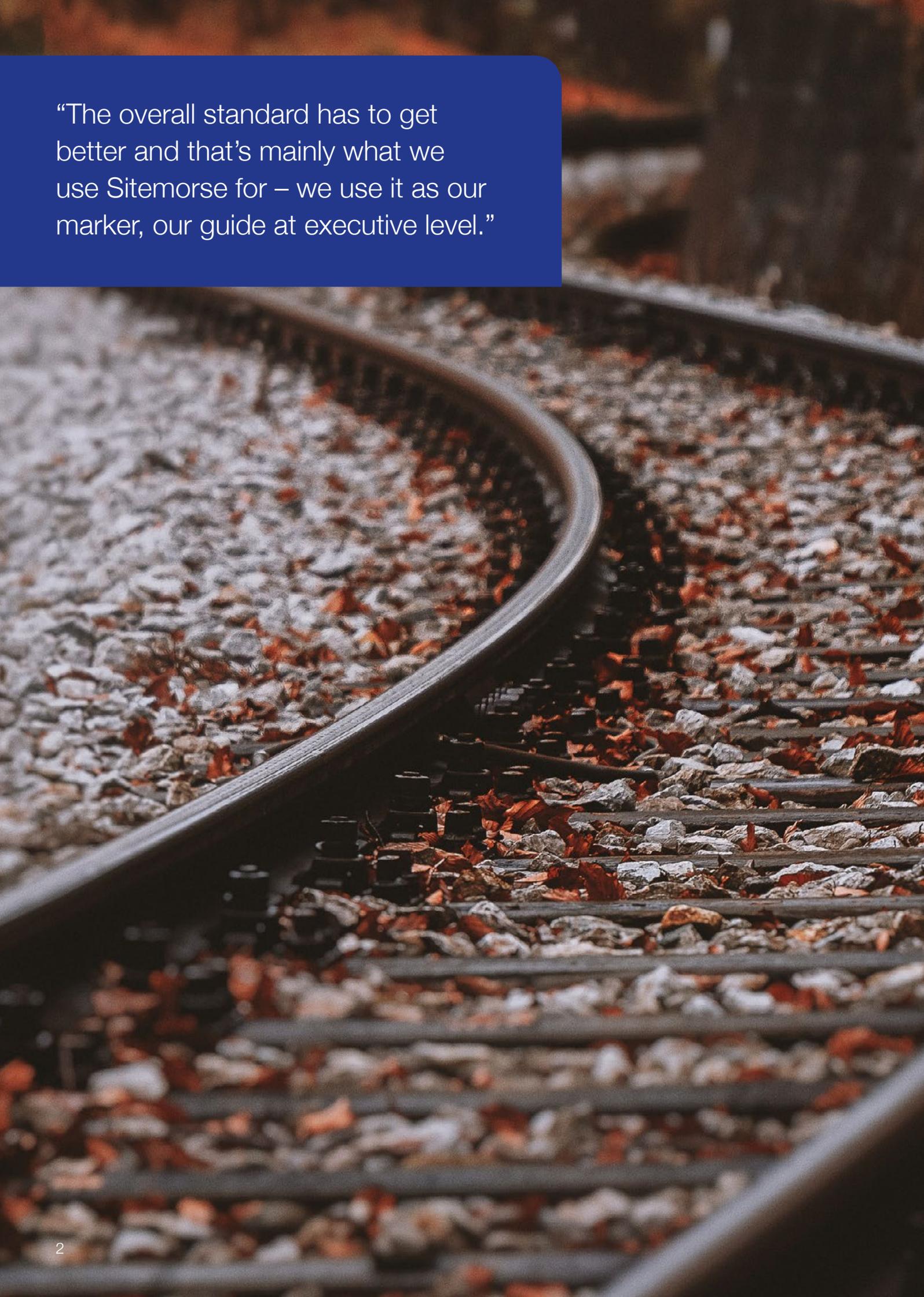
Iarnród Éireann - Irish Rail

Client View



Iarnród Éireann
Irish Rail

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Iarnród Éireann – Irish Rail – is responsible for all Commuter, DART, InterCity and freight railway services in the Republic of Ireland. In 2017, Iarnród Éireann carried 45.5 million passengers, marking 6% growth on the previous year which reflects increasing consumer interest in their services. The organisation is committed to making its digital channels simple and easy-to-use – and to get the customer where they want to be as quickly as possible.

As a national institution, Iarnród Éireann serves stakeholders across the Republic of Ireland. The organisation's priority is to provide the best user experience (UX) possible – and to identify where it is failing, so improvements can be made fast.

“Being a public-facing website, we are the national standard,” said Carl Coates of Iarnród Éireann's Digital Channels Department. *“We're up there on a national basis, we would be getting over 1.5 million hits each week, we're seen everywhere, so we have to set the standard when it comes to national transport. The frustration for us as a team would be our content management system. It's old*

and it's creaking and we're very keen to get a new product and get up to scratch but we're working with what we have at the moment. I believe when we get a new system, whenever it goes live, that our score with Sitemorse will improve drastically just because of the way a page is presented to our customers and our users.”

Iarnród Éireann receives around 85% positive customer feedback – but the organisation plans to make major changes in the future and to work to dramatically improve its Sitemorse score in the next 12 to 18 months, which will mean a better user experience for its customers.

Service & Benefits of Using Sitemorse

Sitemorse plays a key part for Iarnród Éireann to help manage and monitor digital governance and to assist the organisation in honouring its commitment to improvement.

“The main thing is increasing the overall standard of our website, and Sitemorse helps us do that,” said Carl. *“We are limited in what we can do as a team, but we try to be vigilant and try to fix the obvious mistakes as soon as possible.”*

In the past, the organisation has used other tools for digital monitoring – but Sitemorse now occupies a central role at the organisation, tracking digital delivery and performance.

“We used free, Google-based products [in the past] but there has been a big change in attitude towards the website and SEO,” said Carl. *“The overall standard has to get better and that’s mainly what we use Sitemorse for – we use it as our marker, our guide at executive level, so there’s a lot of people taking an interest in the score of the site because since we went live with the new ecommerce platform our statistics have gone up but customer satisfaction – though we’re taking in more money and the conversion rate has improved – the customer satisfaction score has actually gone down. It’s something we need to improve on.”*

Meanwhile, Carl believes the best feature of the Sitemorse service for Iarnród Éireann is the priorities report – directing users to the most urgent issues to be

addressed, meaning that major changes can be made quickly.

“The most-used feature for us is the priorities report,” said Carl. *“It gives us the most important and the most critical bits and pieces to fix within the site and that’s used on a daily basis.”*

The Sitemorse dashboard also offers a great deal of value for Iarnród Éireann, providing granular detail and clear, reportable metrics for improvement that can be shared with the wider organisation.

“The dashboard is very good, especially the latest version of it,” said Carl. *“It’s very clear with the different areas, accessibility, brand, code quality, email. It’s very easy to use and it’s something we can use when reporting to the wider commercial team, we can show them where the improvements are being made or where we’re falling down.”*

Site stability is a particularly significant issue for Iarnród Éireann – and it’s an issue that Sitemorse can help to address.

“We are experiencing some problems with our back end and it does tend to fall down due to our infrastructure here in Ireland,” said Carl. *“Sometimes the website can’t handle the number of people coming at us. As a team, it’s vital that we have site alarms. If we notice a trend such as a couple of different parts of the website are not performing as they should, we have to escalate it very quickly.”*

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What does Iarnród Éireann want to achieve going forward?

Digital governance of course requires ongoing monitoring and management – and Carl notes that, going ahead, further focus is needed at Iarnród Éireann to prioritise improvements.

“Unfortunately, the content quality and the Sitemorse improvement gets left behind [sometimes] because the day-to-day work has to be done,” said Carl. *“On a good day or a good week we can get a lot done using the Sitemorse tool alongside our CMS to fix things that need fixing.”*

Nevertheless, the organisation remains committed to delivering a high standard of customer experience online – removing friction and making the process easier for the customer.

“We want to move with the times and be as modern as possible,” said Carl. *“We want to provide [our customers] with the simplest information possible that they require. We don’t want it to be overcomplicated. For example, the journey planner we have, we’ve tried to simplify as much as possible. There’s still work to be done, but, at the end of the day, we’re just a railway website, we just want to show people the times they require and make the tickets and bookings available in the quickest way possible. Ideally, we just want to get our customer on the site, get them their train, let them book their ticket and let them move on. It’s all about simplifying it for the customer and making it easier.”*

Result

Lawrence Shaw, Sitemorse CEO, said:

“It is great to welcome Irish Rail to the Sitemorse client family, and I’d like to thank them for the positive comments after they moved from SiteImprove.”

“Improving digital delivery can be a significant challenge, so it’s important to approach it on an iterative, incremental basis, tackling one challenge at a time. That said, it can be tough to know where to start – which is where Sitemorse’s prioritisation technology comes in, guiding users to the most urgent issues across accessibility and compliance.”

“Iarnród Éireann is making huge steps

forwards and it’s great to be a part of that process. For an organisation of Iarnród Éireann’s calibre, it’s important to provide a perfect customer experience every time – which is why it’s critical to resolve problems as quickly as possible.”

“We’ve made it our mission at Sitemorse to provide organisations with actionable recommendations and to move digital professionals beyond having to deal with endless reporting. Sitemorse makes it simple to identify digital governance issues and to coordinate improvement via automated assessment. At the end of the day, Sitemorse sets digital standards and makes monitoring and management easy.”



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