

PETROL FUELING *DIGITAL EXPERIENCE UP!*

THE CUSTOMER: PETROL

Petrol - The leading energy company in Slovenia is the principal strategic supplier of oil and other energy products to the Slovenian market. The company boasts an extensive network of more than 500 modern service stations in Slovenia and abroad. Petrol aims to become a leader in quality, develop a comprehensive energy supply and "convenience" gas station model as well as achieve growth in online sales.

THE CHALLENGE

Petrol decided to undertake the corporate website and self-service portal redesign as part of a digital transformation to drive customer communication and enable digital experiences. By redesigning all web entities petrol.si, petrol.eu and several local Petrol web sites in the region, it aimed to achieve a consistent user experience throughout the whole web ecosystem in response to the management and developmental challenges, including:

- Cooperation with vendors (response times, pro-activeness, flexibility of processes)
- Different platforms (a need to develop the same functionalities in several technologies)
- Different content management systems (no content reusability etc.)
- Expensive upgrade of current eShop to a responsive design and integration into all properties

THE REQUIREMENTS

The planning process identified requirements for a successful redesign of web ecosystem to be:

- **Adherence to website requirements** such as visual consistency across various browsers, analytics tools, social media and video integration, and multi-language support.
- **Fulfilling browser requirements** across a range of browsers and mobile operating systems.
- **Integration of frequently asked questions (FAQ)** and a knowledge base.
- **Search Capabilities** adapted to Slovenian language and supporting multiple index/core types.
- **Search engine optimization** using effective URLs, titles, meta descriptions and redirection.
- **Implementation of Google Analytics & Google Tag Manager** with the latest asynchronous syntax, event, site search, goals and domains tracking and GA Core Reporting API integration.
- **Security optimization** through strong data encryption, use of HTTPS protocol, content security policy, standards and best practices.
- **Improvement of web performance** using BloomReach Caching implemented through a multi-layered in-memory Bundle Cache.
- **Enterprise Java Content Management System (CMS).**



THE FOUR FACTORS OF SUCCESS

When creating a web redevelopment solution of this nature, there are four factors to consider:

PERFORMANCE Quick response times and dynamic management capability of allocated resources for processing loads and adjustments.

SECURITY An appropriate level of authentication, secure data exchange and integrity, as well as ensuring that the create, read, update and delete operations are all logged.

MAINTENANCE Must be developed as a modular system in order to ensure independent development and upgrades of individual modules, backed by a low level of coupling and a high degree of automatic verification.

MANAGEABILITY Ease of use achieved using a centralized application logs gathering, quick correlation of business events and access to key performance indicators (KPIs) for monitoring.



THE IMPLEMENTATION

Key headlines of the implementation:

The solution is based on the **Digital Experience Platform (BloomReach Experience)**, a 100% Java, open source web content management system. This modular Hippo architecture includes a **delivery tier, repository tier and content management tier** with benefits such as easy integration, scalability and content reuse.

More than **40 customizable and reusable components** implemented, from simple banners to advanced online calculator.

These components enable editors to create new pages and content with ease.

Integration with backend systems implemented through Petrol's advanced service platform.

Support for **Enterprise Forms**, with nearly 40 custom forms implemented. Enterprise Forms enable editors to create web forms and route data to several destinations. These can be either simple emails or various backend systems.

8 different sites created, more than **700 custom pages** built and **thousands** of documents entered and/or transferred from the old web site.



THE RESULTS

The redevelopment solution achieved positive results that were evident in the predetermined KPIs.

SIMPLICITY

The redevelopment accomplished **ease of use, web transparency** and **eliminated duplication of administrative tasks**, as well as achieving **100% automation of repetitive administrative tasks**.

All administration, maintenance and coordination now **requires a single tool and vendor**, while **50% of major tasks can be easily completed** by a new person with no prior training.

SPEED

By optimizing web performance, workflows and browser requirements, the redevelopment achieved **faster page load times** (<1.50 sec first view <0.50 sec repeat view and above 90 Google Analytics PageSpeed score).

The transformation also allows for **easier and quicker time to market administration** for campaigns, new products & future proof concepts.

SUCCESS

Effective search engine optimization generated a **significant increase of organic search traffic**, while the **documented & well maintained front end code** ensures fast page load times. The project was delivered in a timely manner and **within the agreed budget**, with surveyed users responding to the transformation with positive feedback and **higher rates of satisfaction**.