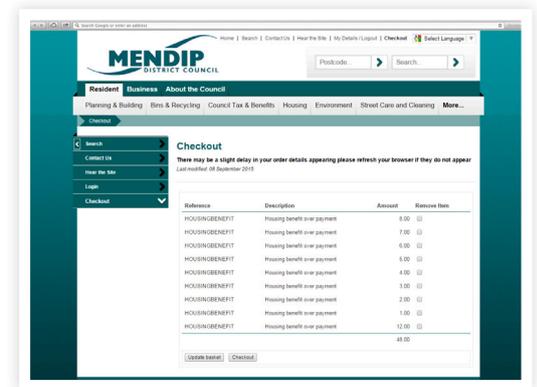


- GOSS iCM (intelligent Content Management)
- GOSS Hosting
- GOSS Mobile Web
- GOSS Channel Shift Consultancy
- GOSS Training

MENDIP LAUNCHES MULTIPLE ONLINE PAYMENTS FUNCTIONALITY

Mendip District Council launched a new customer-focussed website optimised for desktop, mobile and tablet users in 2012 as part of a five-year web strategy to move more enquiries online and significantly reduce its service delivery costs.

As it moved more services online, the council realised that its residents wanted to complete a number of different payment transactions on its website in a single visit. As a result, the council needed a simple web form solution to deliver multiple online payments that was fully integrated with its Capita payment portal.



“ Using GOSS iCM, we upgraded our forms from HTML to XML and GOSS integrated them seamlessly with our Capita payment portal, making online the channel of choice for customers looking to make multiple payments for our services. ”

Lucy Mitchard, Web Officer – Business Information Systems, Mendip District Council



Seamless integration with Capita payment portal

GOSS has hosted Mendip District Council's mobile-enabled website since 2012, helping provide easy-to-access online services to its 110,000 residents.

Mendip utilised the full power and flexibility of GOSS iCM forms, which are included free as part of all GOSS iCM (intelligent Content Management) installations, with a new functionality to allow multiple online payments to be made in a single visit to its website.

The challenge

GOSS iCM forms were already fully integrated so that information including customer details, service details and the payment amount is automatically pulled through to the Capita portal for card details to be entered and payment taken.

A high volume of customers were looking to make more than one transaction in a single visit to the website, so providing multiple online payments was a must for Mendip District Council.

The council upgraded to an XML forms portal through GOSS iCM so it could specifically have a basket functionality allowing for more than one service to be paid for in a single transaction.

The solution

GOSS helped Mendip to deliver an online multiple payment solution by:

- ▶ Implementing XML forms and a 'shopping basket' functionality within GOSS iCM allowing users to add multiple items to a basket via enabled forms and pay as a single transaction using the council's Capita payment portal
- ▶ Fully integrating GOSS iCM forms with the Capita payment portal, undertaking robust testing of connectivity, security and processes
- ▶ Working closely with the Capita payments team to project manage the implementation and ensure faultless integration between the two systems
- ▶ Ensuring all forms are optimised for use on desktop, mobile and tablet devices
- ▶ Providing expert training to the Mendip web team on GOSS iCM forms

The results

Mendip has since achieved some impressive results:

- ▶ **Increased number of registered website users by 137% within a month of launching the new functionality**
- ▶ **Customers are now able to request, process and pay for multiple tasks in a single visit to the Mendip website including making Council Tax payments, paying non-domestic rates and requesting street naming and numbering services**
- ▶ **Successfully integrated the Mendip website with the Capita payment system to deliver a seamless, consistently branded payment solution**
- ▶ **Once implemented, new forms can easily be brought into the basket system with minimal configuration allowing the system to be expanded and reused across various subsites**
- ▶ **Number of multiple payments made grew by 114% within a month of launching the functionality, with some users paying for up to five services in one transaction**



“ GOSS is a great partner to work with. We have been able to take a customer-centric approach and give our residents a more positive user experience on our desktop and mobile sites. GOSS has been responsive to our needs and changes to the project scope, ensuring the end result was successfully achieved. ”

Lucy Mitchard, Web Officer – Business Information Systems, Mendip District Council

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

www.gossinteractive.com
www.twitter.com/gossinteractive