



“ GOSS iCM embodies all the principles of good content management in a cost-effective solution. I would recommend it to any organisation. ”

CHARLIE EWEN, HEAD OF WEB AND MEDIA,
MET OFFICE

IMPROVE YOUR WEB EXPERIENCE

As your website becomes critical to the success of business, you need it to provide the best possible customer experience. That means making it easy to navigate and search, as well as delivering the services and capabilities that today's web users demand.

A modern content management system is the key to delivering feature-rich websites that are easy for content creators, administrators and customers to use. With a powerful engine at its core, your website can do whatever you need it to do: deliver information, provide self-service, handle transactions, run digital marketing campaigns, serve mobile users, and much more.

By moving more business to the web, you can reduce service and transaction costs while extending your reach and improving your customers' experience and perception of your organisation.

Benefits to your customers

- ▶ Enjoyable web experience
- ▶ Easy navigation and search
- ▶ Complete transactions online
- ▶ Save time and money

Benefits to your organisation

- ▶ Secure, scalable and auditable
- ▶ Easily manage websites
- ▶ Stay in control of content
- ▶ Deliver new functionality
- ▶ Do more business online
- ▶ Reduce service delivery cost
- ▶ Improve customer satisfaction



“ We love the flexibility of GOSS iCM. The system is very good for maintaining governance across a large site. ”

WENDY PAIN, WEB SERVICES MANAGER,
NORTH YORKSHIRE COUNTY COUNCIL

Introducing GOSS iCM

Continuously modernised over the past 10 years, GOSS iCM is a powerful web Customer Experience Management system designed for business-critical websites with large volumes of contributors, pages and traffic.

GOSS iCM is packed with features to make life easy for site administrators, content creators and website visitors alike. No matter how large or complex your website, GOSS iCM has the tools and features to ensure your site delivers an outstanding experience for everyone who uses it.



Key features

Core features of GOSS iCM include:

- ▶ **Ease of Use:** User-friendly interface for people to upload and manage content
- ▶ **Templates:** Quickly create new sites and pages with templates that are geared to users' needs
- ▶ **Widgets:** Easily add polls, forms, images, code snippets, social media plugins and more
- ▶ **Search Engine Optimisation:** Wide range of SEO features including tagging, URLs and breadcrumbs
- ▶ **Workflow:** Stay in control with automated approvals process for new content
- ▶ **Security:** Robust security features to create intranets and extranets and lock down content editing
- ▶ **Analytics:** Track visitors, conversions, referral sources, journeys and more

Optional modules for GOSS iCM include:

- ▶ **GOSS Commerce:** A complete commerce solution for 24/7 online sales
- ▶ **GOSS Mobile Web:** Optimise websites and web content for access via mobile devices
- ▶ **GOSS LiveChat:** Deliver personalised help online for an enhanced customer experience
- ▶ **GOSS Advanced Search:** Help customers to find the information they need, quickly and effectively
- ▶ **GOSS Forms Expert:** Powerful, user-friendly data gathering for online self-service
- ▶ **GOSS Digital Marketing:** Tools and dashboards for successful, cost-effective marketing campaigns
- ▶ **GOSS Social Media:** Engage and interact with your online community

Example client sites

A screenshot of the Met Office website, showing a weather forecast for the UK with a map of the British Isles and various weather icons.

A screenshot of the Hillingdon Council website, featuring a banner for 'YOUNG HILLINGDON', social media links, and a 'Join us online' section.

A screenshot of the acas website, showing sections for 'Advice A-Z', 'Training courses', and 'Tools for your business'.

A screenshot of the southtyneside.info website, showing a news article about the council's job creation strategy.

A screenshot of the Berkeley website, featuring a banner for 'Designed for life' and sections for 'Berkeley Magazine' and 'Quick search'.

A screenshot of the Brittany Ferries website, showing a banner for 'Flagship offers to France' and a map of Europe.

Get started today

GOSS iCM is the easy way to create and manage high-traffic, business-critical, user-centric websites. Contact us today to discover how you can get started.

W: www.gossinteractive.com, **E:** enquiries@gossinteractive.com, **T:** 0844 880 3637

Book a demo

See how your website can deliver the ultimate customer experience.

www.gossinteractive.com/content-management

