



# **GDSS**

ONLINE CUSTOMER EXPERIENCE MANAGEMENT

# Deliver the ultimate online customer experience



Robert McCarthy, CEO  
GOSS Interactive

**“Your website is the heart of your organisation. Its a place where your customers increasingly go first to find information, request services, buy products, get help, and post feedback”.**

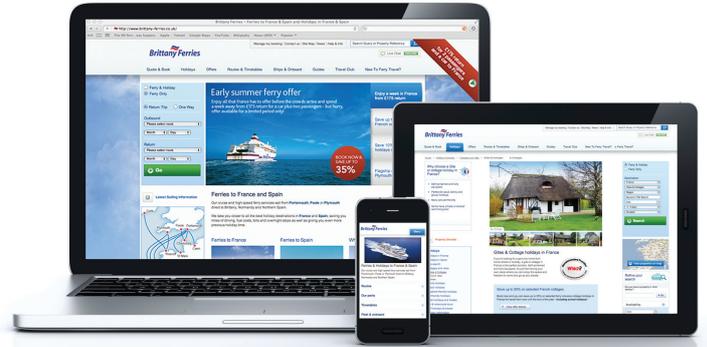
GOSS technology underpins many of the UK’s leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations.

In order to deliver the most value, your web presence must provide a rewarding experience for your customers and visitors. That means getting things right behind the scenes:

- ▶ A content management system that’s easy to manage and update
- ▶ Search tools that deliver the right results fast
- ▶ Easy, intuitive online shopping
- ▶ Self-service tools to help customers help themselves
- ▶ Social media integration to keep your finger on the pulse
- ▶ Digital marketing that brings you conversion-ready traffic
- ▶ Analytics that reveal users’ real needs
- ▶ Mobile content that’s accessible from any device

“GOSS iCM embodied all the principles of good content management in a cost-effective solution. It has helped us move from an unstructured to a structured approach for web content.”

Charlie Ewen, Head of Web and Media, Met Office



## SOCIAL

GOSS offers media tools that let you engage your online audience.

## DIGITAL MARKETING

With GOSS Digital Marketing you can develop and execute eye-catching digital marketing campaigns that drive visitors to your site and convert them to customers.

## CONTENT MANAGEMENT

GOSS iCM is a powerful web content management system for business critical websites that need security, scalability, auditability and creativity.

## COMMERCE

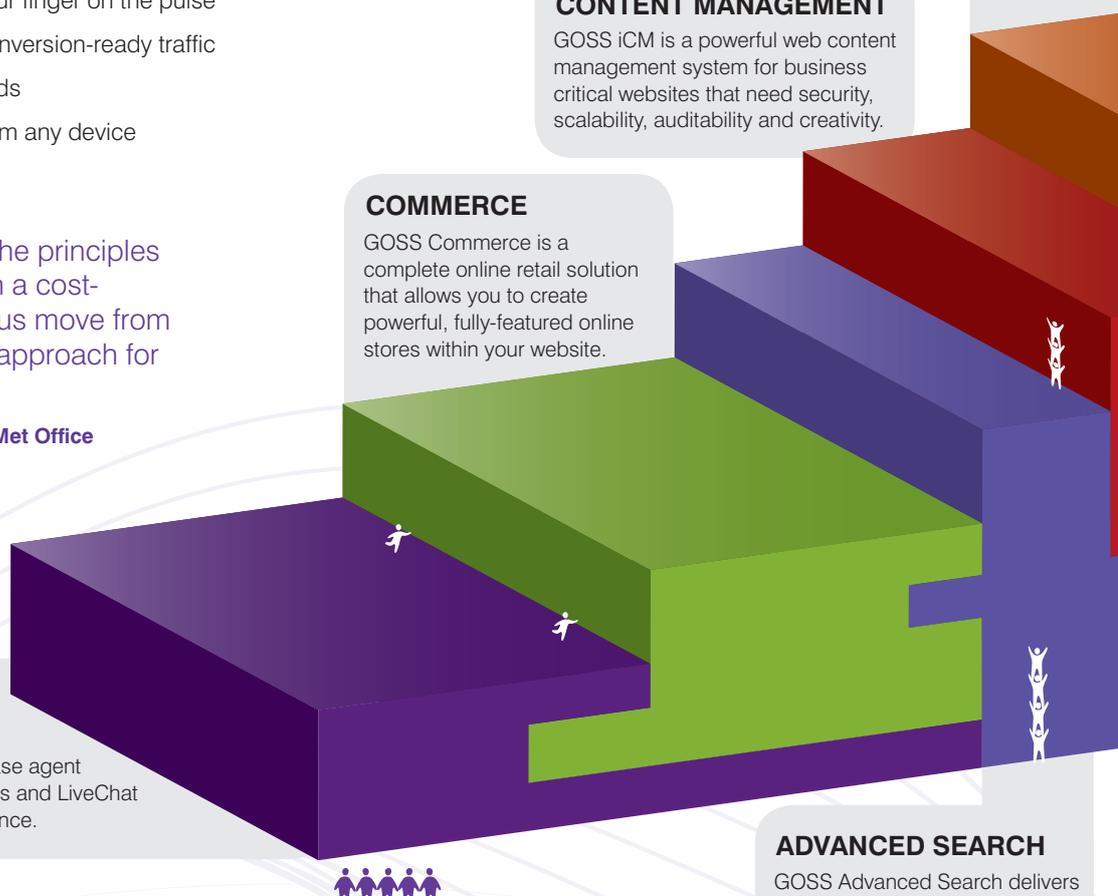
GOSS Commerce is a complete online retail solution that allows you to create powerful, fully-featured online stores within your website.

## CUSTOMER SERVICE MANAGEMENT

Reduce costs, improve service and increase agent productivity with customer service intranets and LiveChat for instant, personalised customer assistance.

## ADVANCED SEARCH

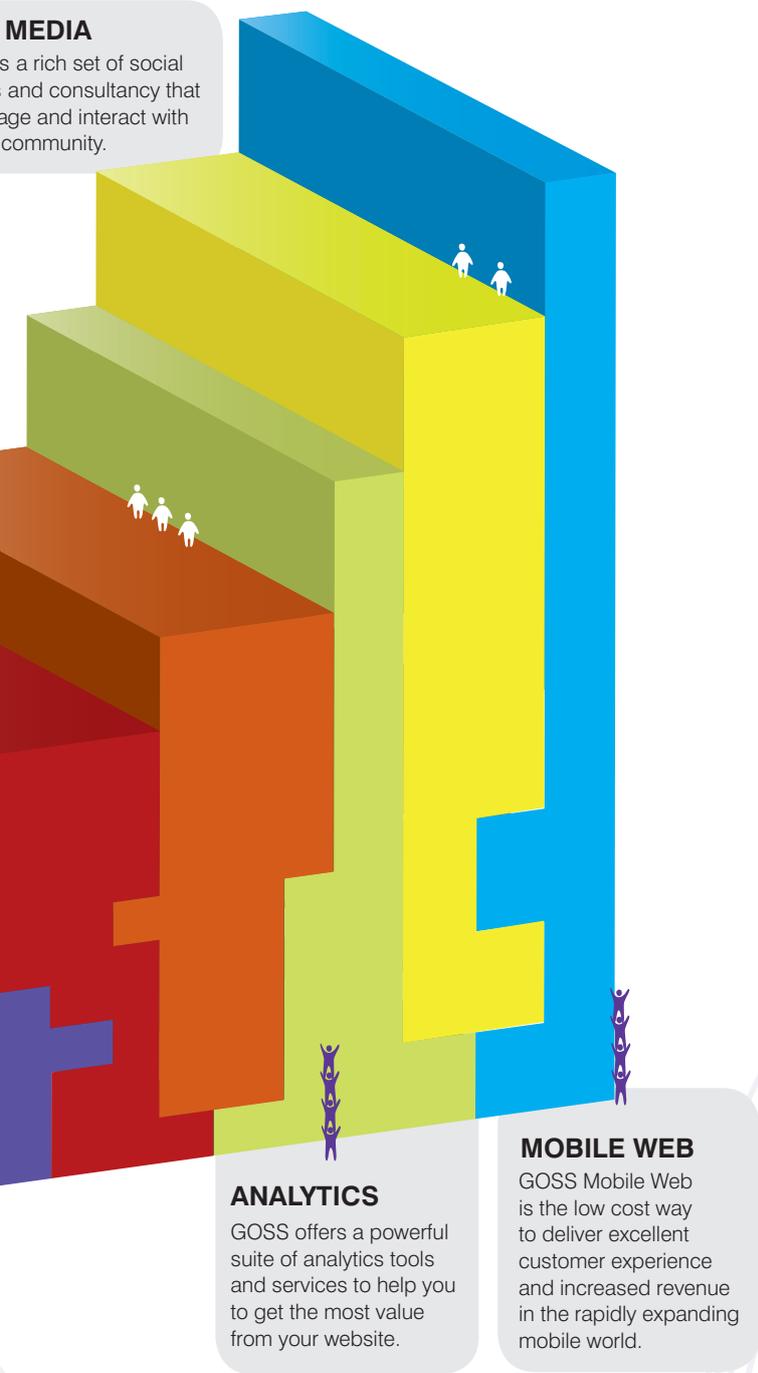
GOSS Advanced Search delivers a market leading portfolio of online search tools, from simple organic search to faceted, federated, predictive and geospatial.



“ GOSS has been instrumental in helping us to move 75% of our ferry bookings online, saving Brittany Ferries over £7m to date. ”

**Matt Randle, Internet Services Manager, Brittany Ferries**

**MEDIA**  
 s a rich set of social  
 and consultancy that  
 age and interact with  
 community.



**ANALYTICS**  
 GOSS offers a powerful suite of analytics tools and services to help you to get the most value from your website.

**MOBILE WEB**  
 GOSS Mobile Web is the low cost way to deliver excellent customer experience and increased revenue in the rapidly expanding mobile world.

“ We chose GOSS Mobile Web due to the powerful content management functionality, ease of sharing content between multiple digital channels and because of the rich user experience. ”

**Wendy Pain, Web Services Manager, North Yorkshire County Council**

## Move more business online and save millions

A great web experience is essential for successful business. When your website is easy to use and offers advanced capabilities that your users appreciate, the impact can be huge:

- ▶ Delivering products and services online can be 98% cheaper than providing services face-to-face and over 94% cheaper than by telephone\*
- ▶ e-Commerce and m-Commerce mean your business can operate 24/7 with much lower overheads
- ▶ Accessible mobile content puts you in front of a huge, highly-engaged audience

By “channel shifting” more of their business to the web, GOSS clients have seen costs fall, often by millions of pounds, and customer satisfaction rates soar.

\* Source: Socitm, 2012

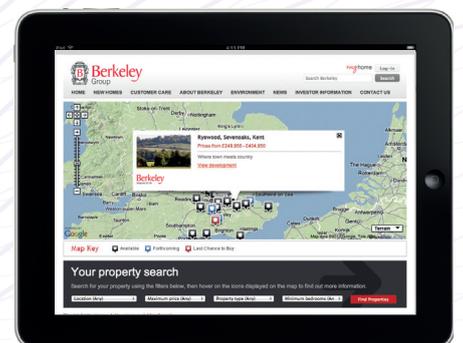
## Expert advice to help you get more from your web strategy

The only way to move customers online effectively – and ensure they keep using your web channels – is to deliver a superior online experience. Our specialist consultants work with organisations across the UK to develop, implement and extend web strategies that deliver better customer service at lower cost:

- ▶ **Channel Shift Strategy:** Understanding what services you deliver across each channel then planning to improve service delivery online while reducing costs.
- ▶ **User-Centric Design Strategy:** Putting website visitors at the centre of the web experience for maximum engagement and conversion.
- ▶ **Content Management Strategy:** Deploying best practice software to manage content across multiple digital channels.
- ▶ **Social Media Strategy:** Using the right tools to engage with the right audience to increase service levels, sales and referrals.
- ▶ **Digital Marketing Strategy:** Pulling all your digital marketing technology requirements together for clarity and to deliver return on investment.

“ Working with experienced GOSS consultants we built a website based on users’ needs, and gained the tools and confidence to drive this strategic project forward at all levels within the Council. ”

**Caroline Anderton, Customer Communications and Engagement Manager, Gloucestershire County Council**



# Why GOSS Interactive?

Founded in 1999, GOSS has developed to become one of the UK's leading providers of online customer experience management solutions and consulting services.

GOSS technology underpins many 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 services drive web strategies that deliver enhanced revenues and superior customer service.

The GOSS team of highly trained and experienced consultants lead strategic projects in the public and private sectors, helping clients to implement web, mobile and channel shift strategies that deliver the best possible results.

GOSS also provide highly rated training courses, support and advanced hosting solutions.



“ GOSS iCM has enabled us to create a single website to improve customer satisfaction and save money through joint procurement opportunities. ”

Martin Bottomley, Website Manager, dorsetforyou.com

“ When we looked at GOSS iCM, we realised just how simple it is to upload content on to a page either in the office or when out on the road. ”

Philippa Richardson, Communications Manager, Virgin Trains

## Get in touch

To discover how GOSS can help you to deliver a web experience that saves you money, increases your online business and keeps customers coming back for more contact us today on **0844 880 3637** or **enquiries@gossinteractive.com**.

[www.gossinteractive.com](http://www.gossinteractive.com)

