



Guiding Altius Group's digital transformation

Australian health service provider Altius Group engaged Niteco to lead its strategy for digital transformation and put its several brands and websites under a single service provider solution.

— THE CHALLENGE

Major Australian B2B workplace health service provider Altius Group was looking at a more integrated service proposition. Consolidating six existing websites (on different platforms) and value propositions into a single view of the offerings of Altius Group was seen as a significant step in achieving this. Altius was looking for greater data and insights across the Group to provide more personalized content.

— THE SOLUTION

Niteco worked closely with Altius teams to deliver the technical strategy, design, platform selection, build and deployment for the new Altius strategy. The decision was to replatform the company's online presence into a single Episerver instance. We focused on a simple and clean templated framework to ensure content was easy to edit, authorize and publish across various channels. Ongoing performance monitoring tools provide analytics to improve the customer journey and ultimately improve customer engagement and create new opportunities.

— THE RESULT

With the new templated Episerver solution and training of key staff, Altius has been able to manage and engage all its business units to take a more active role in developing a holistic value proposition of their services to the whole sector.

The simplified user interface has enabled them to manage social content (including blogs, case studies and awards) and customer engagement in a much more efficient way. This, in turn, allows clients and prospects to have a greater understanding of the company's broader service offerings and workplace solutions and become the proud digital face of the Altius Group.

It also allows sales staff to know that content, articles and collateral is up to date, allowing them to present information to clients with confidence.

- ✓ Episerver CMS
- ✓ Cloudflare