

# British Gas launches 'mobilised' website

## Business need

British Gas needed to optimise their website for mobile, after identifying an ongoing increase in visitors using their mobile phones.

Following the earlier delivery of a mobile micro-site for EnergySmart, BG has now mobilised its main site.



## The solution

Incentivated to transcode and optimise its website to work on all mobile devices and provide mCommerce functionality.

The site was launched in November 2011 – in time for the winter months, when Britain's homes rely heavily on their boiler and central heating systems to keep them warm and provide them with hot water.

Phase two of the site development will include full mCommerce functionality allowing customers to order and pay for BG's insurance products through the mobile site.

Built using HTML5, it is directly accessible from a dedicated mobile address (britishgas.mobi). The website also has Incentivated's phone detection API and a URL re-direct in place. So, the site not only looks elegant on high end smart phones, like the iPhone & Android, its design and user experience degrades gracefully to exploit available functionality without the loss of content or ease of navigation.

## Functions

- Website
- HTML5
- Re-direct
- Transaction
- Revenue generation

