

# OVO Makes Affordable Energy More Accessible with New Website

UK's Top Recommended Energy Provider Launches New Website to Create Better Customer Experiences



Info Amsterdam, The Netherlands | Published on: May 27, 2016

**Summary** **OVO Energy, independent UK gas and electricity supplier poised for rapid growth, has once again shown commitment to relieving consumer frustrations with the energy industry by launching a new website with a focus on the digital customer experience. The new site is built on Hippo CMS, a system which supports personalised user experience across multi-channel access and delivers on OVO Energy's business mission around digitisation. The personalised and simplified website and will help the company to drive digital revenue as it continues to grow rapidly in the UK market.**

**Details** OVO Energy, independent UK gas and electricity supplier committed to relieving the many frustrations people have with the energy industry, has launched a new website that makes accessing affordable energy simpler than ever. The company is poised for rapid growth in the UK, but in the highly competitive energy market, the digital customer experience is a crucial point of differentiation that was lacking with their previous website. The new site is built on Hippo CMS, a system which supports personalised user experiences through visitor understanding, geo-targeting, and multi-channel access - and truly helps customers to easily find and select the energy plan that suits them best.

OVO Energy puts their customers first, aiming to provide simpler, cheaper energy, better customer service, and new, exciting products and experiences. Hippo CMS, a content management solutions provider, was a natural fit due to their focus on helping businesses create deeper customer engagement by truly understanding their visitors. The more personalised customer journeys deliver on OVO Energy's business mission around digitisation and will help the company to drive digital revenue as it continues to grow rapidly in the UK market.

Jeroen Verberg, Hippo's CEO, says: "We at Hippo are proud to work with businesses that push the boundaries of what's possible within their industries, both online and offline, and OVO is a perfect example. Their steadfast commitment to improving user experience with their product is a great match for Hippo's dedication to creating perfect digital customer journeys. We are excited to support OVO on their mission of bettering the energy industry with our expertise in driving digital business growth through visitor understanding and personalisation."

## Hippo CMS

Hippo B.V.  
Oosteinde 11  
1017 WT Amsterdam  
The Netherlands

## Spokespeople

### Arje Cahn

CTO  
[@arjecahn](#)

### Tjeerd Brenninkmeijer

CMO  
[@tbrennkmeijer](#)

### Jeroen Verberg

CEO  
[@jverberg](#)

### Digna Brand

Communications & PR  
[@dignabrand](#)

## About Hippo

Hippo is on a mission to make the digital experience more personable for every visitor. We're redefining the CMS space by engineering the world's most advanced content performance platform, designed to help businesses understand their visitors – whether they are known or anonymous – and deliver the content they value in any context and on any device. Together with its global network of Certified Partners, Hippo serves a rapidly growing number of enterprise clients around the world including Bell Aliant, Autodesk, Couchbase, the University of Maryland, the Dutch Foreign Office, Randstad, Veikkaus, NHS, 1&1 Internet, Bugaboo and Weleda.

For more information visit

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

Follow us on Twitter: [@OneHippo](https://twitter.com/OneHippo)

## About OVO Energy

Headquartered in Bristol, OVO Energy has been recognised as a Which? Recommended Provider for Energy for the second year in a row, cementing its position as one of the leading independent suppliers in the UK energy retail market. OVO was founded in 2009 by Stephen Fitzpatrick who set out to create a better energy company, one that is focused on the customer. Since entering the market, OVO has grown to nearly 700,000 customers and created over 1,000 jobs.

OVO's guiding principles are simplicity, transparency and fairness in all of its operations: making the energy industry easier for consumers to understand and making sure prices reflect the actual cost of doing business so customers know they're getting a good deal.

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

### Relevant links



Hippo CMS



OVO Energy

### Quotes

“We at Hippo are proud to work with businesses that push the boundaries of what's possible within their industries, both online and offline, and OVO is a perfect example. Their steadfast commitment to improving user experience with their product is a great match for Hippo's dedication to creating perfect digital customer journeys. We are excited to support OVO on their mission of bettering the energy industry with our expertise in driving digital business growth through visitor understanding and personalisation.”

— Jeroen Verberg

Hippo is on a mission to make the digital experience more personable for every visitor. We're redefining the CMS space by engineering the world's most advanced content performance platform, designed to help businesses understand their visitors – whether they are known or anonymous – and deliver the content they value in any context and on any device. Together with its global network of Certified Partners, Hippo serves a rapidly growing number of enterprise clients around the world including Condé Nast, Bell Aliant, Autodesk, Couchbase, the Dutch Foreign Office, Mailchimp, Randstad, Veikkaus, the University of Maryland, NHS, 1&1 Internet, Bugaboo and Weleda.

powered by  pr.co