



Website Redesign Strengthens Alaska Communications' Rebranding

Client

Headquartered in Anchorage, Alaska Communications is the state's leading provider of broadband and other fixed and wireless solutions for businesses and consumers. The company's network coverage extends from the North Slope to the Southeast panhandle, complemented by data and voice roaming partnerships in the Lower 48 and Canada.

Executive Summary

Alaska Communications recently launched a rebranding and marketing campaign to further convey the company's ability to meet Alaskans' growing demand for wireless and enterprise data networks. The company brought in The Revere Group to design and develop an improved website that incorporates and strengthens this message.

Business Challenge

Alaska Communications has a strong history as a provider of landline phone service to Alaskans. But as the communications industry has been revolutionized by the shift to wireless data, the company needed show that it has evolved to meet consumers' and businesses' new needs. The company needed to market itself to a new type of client and introduce new products. Alaska Communications also sought to improve its online customer service.

Solution

By combining its experience in the telecommunications industry and expertise in website design, Revere's team built a site that reinforces Alaska Communications' position as the state's leading provider for data-dependent consumers and enterprises. Built using Sitecore CMS and Coveo, the site provides intuitive, convenient self-service for customers and incorporates the complex e-commerce requirements of selling voice and data plans online.

Results

Since the site's launch, Alaska Communications has experienced tremendous improvements across the board in online sales, web traffic, and other key web analytics. The new site has been an essential piece of the company's rebranding effort.



For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

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The Revere Group

Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

THINK – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

BUILD – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

SOURCE – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.