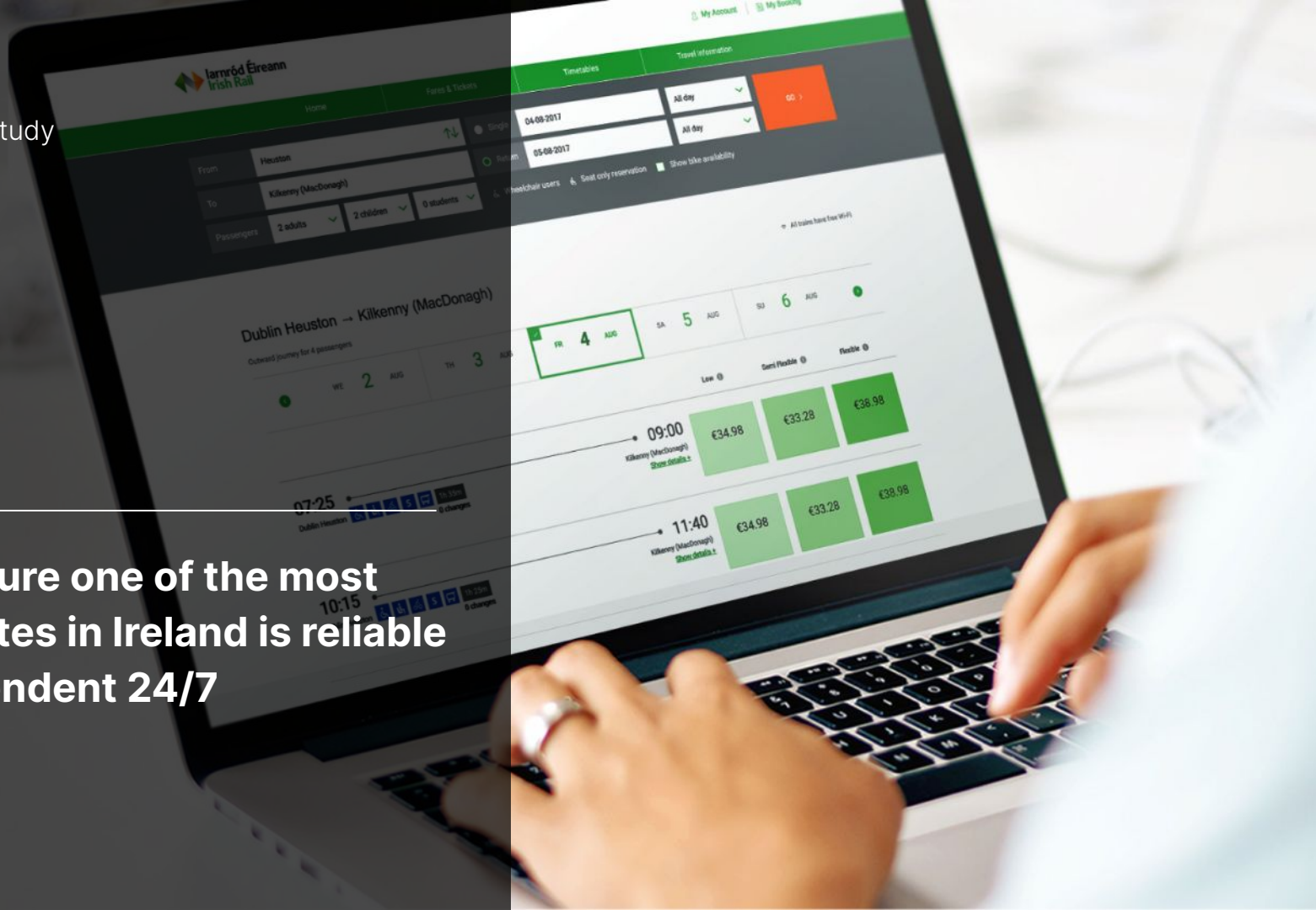


Ah

Case Study

Making sure one of the most visited sites in Ireland is reliable and dependent 24/7





© All human

“All human provides peace of mind. I don't have to worry about my website, they provide assurance and a complete end-to-end solution. I know that when our customers look at the website, they're pleased and happy with the content, how it looks, and the low number of clicks they have to complete to buy a ticket.”

Mick McMahon, Chief Information Officer, Irish Rail

Business Challenge

Irishrail.ie is one of the most visited sites in Ireland. People rely on it daily for accurate information and to purchase train tickets. As the organisation's online shop, it is also a central pillar of Irish Rail's customer-first programme aiming to improve the consumer experience across all its digital touchpoints. Therefore, Irish Rail was looking for a digital partner who could guarantee the site's dependency and reliability 24/7.

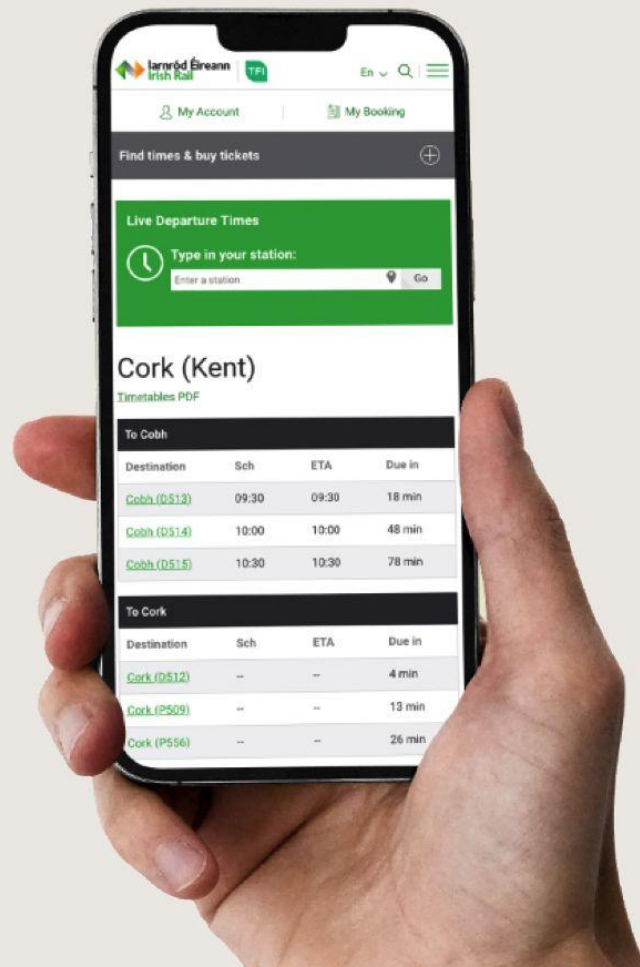
Equally important was the commercial factor, as Irish Rail prioritised increasing revenue from online sales. To accomplish this, it must consistently innovate and explore customer-centric approaches to journey planning, seat reservation, ticket selection purchasing, and customer support.

Ah solution

Our first step was to cement the customer at the heart of the Irish Rail digital experience. We conducted significant research, surveying passengers to get a comprehensive understanding of their needs. We also conducted user interviews with people with disabilities and people over 70 to understand their unique needs better. The insights we collected from these studies informed the technologies selected and the experiences designed.

To ensure that irishrail.ie operates continually, All human provides an enterprise hosting and cloud infrastructure. All human supplies the current site in partnership with our hosting company Ekco Cloud Ireland Limited. It consists of numerous virtual servers sitting on infrastructure across multiple Tier-3 data centres. In front of the website is the Akamai platform, providing best-in-class security protection to Irish Rail and an incredible performance by leveraging its content delivery network. We carry out all code deployments after getting release approval from Irish Rail.

As part of restructuring the site, we migrated to the Kentico content management system (CMS). During this process, our developers implemented the latest Kentico best practices and went for a full model-view-controller (MVC) deployment.



We also updated the frontend code to enhance performance, accessibility, and security. While the frontend user experience is a simple eCommerce flow, behind the scenes, Irishrail.ie is a complex digital ecosystem covering booking, timetabling, journey planning, seat-selection, MyAccount, and 3D-secure payment screens on an enterprise web content management (WCM).

The design of the site has been mobile-first led, with an emphasis on accessibility and inclusive design. Based on what we've learned through extensive user research, the site has been enhanced to provide a simple and easy way to find times and purchase train tickets.



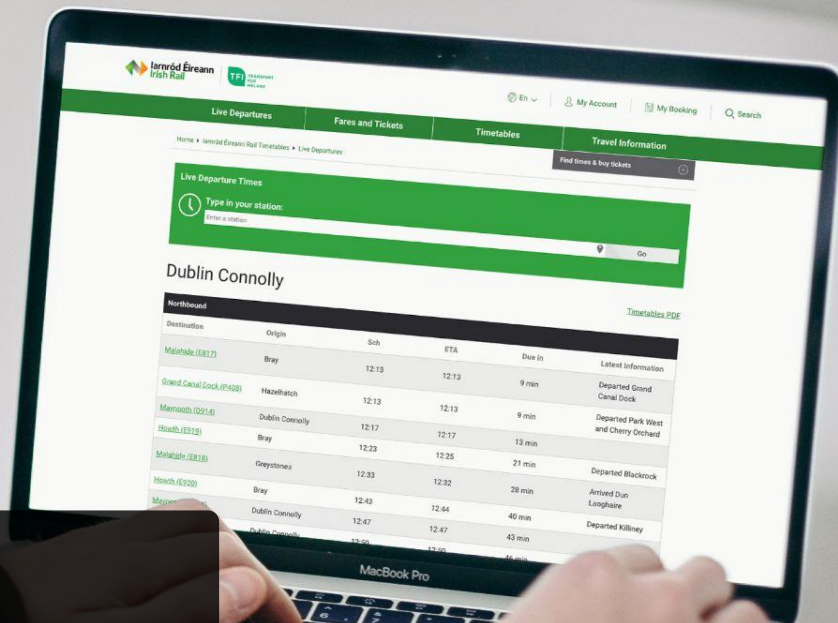
Best-in-class security protection



Mobile-first design, with an emphasis on accessibility



Headless CMS for increased content agility



Metrics and outcomes



Supported the Irish Rail IT team as **new underlying technologies** were deployed.



Enabled Irish Rail to **improve communications** with its customers.



Grew revenue as Irishrail.ie is now a major revenue channel making up over 40% of the total annual revenue for Irish Rail.



Increased conversion rate to 11%, up 10% from previous year. The goal is to optimise online sales journeys further, grow conversions and reduce operational costs.



Increased ideation and **identified new opportunities** through All human user research.



Working alongside other third-party agencies, All human ensures that the **booking journey is seamless**.