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## PMC development services deliver enhanced online experience and process improvement



### GREEN COMMUTE INITIATIVE - CASE STUDY

Founded in 2016 and today the uk's industry-leading cycle-to-work provider, Green Commute Initiative is a social enterprise with a vision to get commuters out of cars and onto any kind of bike, with the dual purpose of improving both the individual's health and wellbeing, as well as reducing the environmental impact of pollution and congestion from cars.

PMC provides Green Commute Initiative with Web Development services to enhance customer online experiences and to streamline processes for payment and authentication of new orders. All web applications are supported by PMC, and new online features developed by PMC across GCI's websites have been instrumental in the organisation's growth.

#### UK Office

Telephone: +44 (0)1235 521900

Email: [enquiries@pmcretail.com](mailto:enquiries@pmcretail.com)



PMC Retail has enabled Green Commute Initiative to streamline a number of its processes. This has proved to be vital as we have grown as a company and ensures GCI can continue to provide an efficient, problem-free service. When we had a web hosting issue, we were impressed that the PMC team worked late into the evening to ensure the issue was resolved.”

**Katherine Stather**, Digital Development Project Manager  
at Green Commute Initiative



## The development of web platforms has been critical to business growth

Since 2018, PMC has exclusively supported all of Green Commute Initiative's web applications, used by both their employees and customers. PMC Development resource works full time across the applications, managing change requests and enhancements. Green Commute Initiative also draws on the services of the additional PMC flexible Development Service as and when it's required.

In addition to GCI's main website and its integrated admin portal, PMC manages the Green Bike Pool website. As a result of these PMC management and development activities, GCI's websites now offer their customers many new features. These have been instrumental in the organisation's growth.

## Business process improvement and going the extra mile

A new 'Reseller Payment Solution' also developed by PMC replaces a previously manual process for purchasing a supplier's bike for onward sale. An employee can now collect a bike directly from the supplier after authenticating the PIN provided by GCI's application. This new solution has been time-saving for GCI and their customers.

## PMC systems development enhances the online experience for customers

The success of Green Commute Initiative rests significantly on the ease of access to the scheme for employees and employers. Reliable, responsive and user friendly website applications are central to delivering a positive user-experience.

PMC was engaged to deliver a transition away from the existing WordPress Portal to a new 'Instant GCI' portal to handle customer orders. 'Instant GCI' is designed for organisations who only expect a small number of bikes to be ordered. Orders are submitted online, triggering online pro-forma invoices and then agreements which are sent digitally to customers for an electronic signature.

With a commitment to making the signing-up process quick and easy for customers, the customer journey can now be completed within a single day. For GCI, the change request delivered by PMC to 'Instant GCI' transformed a 25 minute, manual admin process into a simple button-click to complete an order, representing a significant improvement in time saving and process efficiency.

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