

DG/KL/NSI 037 20

03 November 2020

To: All NSI approved companies and applicants

Dear Colleague,

LAUNCH OF NEW NSI WEBSITE 2020 – www.nsi.org.uk

I am pleased to announce the launch of NSI's upgraded website. The primary aim of the site's new look is to simply steer homeowners and commercial buyers of security and fire safety services to information they want and encourage them to search for NSI approved companies.

The site's redesign provides a number of practical enhancements for buyers including:

- full optimisation for mobile and tablet as well as desktop users
- clearer explanation of the value of independent certification - through NSI
- "at-a-glance" menus showing the wide range of approved services
- easier navigation to relevant information
- "frequently asked questions" sections to assist homeowners, commercial buyers and those seeking certification
- search functionality prominently located throughout the site pointing to 'find an NSI approved company' with either Quick or Advanced search.

Find an NSI approved company

The website features an upgraded user-friendly search functionality, with prominent links from almost every page, for those looking to secure the services of NSI approved companies.

The Quick and Advanced Search options enable site visitors to drill down to a specific scope of approval/service of interest, e.g. Detector Activated CCTV, Keyholding and Alarm Response Services, Close Protection, Security Dog Handling Services and Life Safety Fire Risk Assessment. The

Advanced Search promotes the full range of services available from NSI approved companies and, for security system companies, the Police Force regions they work within.

NSI approved companies' credentials can now be verified by your customers in just a few clicks. Search results can also be downloaded, shared via social media and/or printed. Individual companies listed in the results of a search can now be saved as 'favourites' using the star function, then accessed from the top of the Home page when the user revisits the site.

Links from your site

We would encourage you to spend some time familiarising yourself with the site's new content and to link through to those pages that will be of greatest value to your customers. These include:

- About NSI approved companies
- Introduction to home security and fire safety
- Introduction to security and fire safety for your workplace
- Your Home FAQs
- Your Workplace FAQs
- NSI in the media

Future steps

The redesigned website you see today is part of an ongoing programme of development. For the launch, we have prioritised the public-facing pages of the website. Consequently, you will notice the Approved Company Login area has not changed. Current log-in details (via 'Sign in' on the top right of the Home page) will continue unchanged.

The website will continue to evolve with the latest news and developments, ensuring site visitors are kept up to date.

Should you have any comments, please do not hesitate to contact me.

Yours sincerely,



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