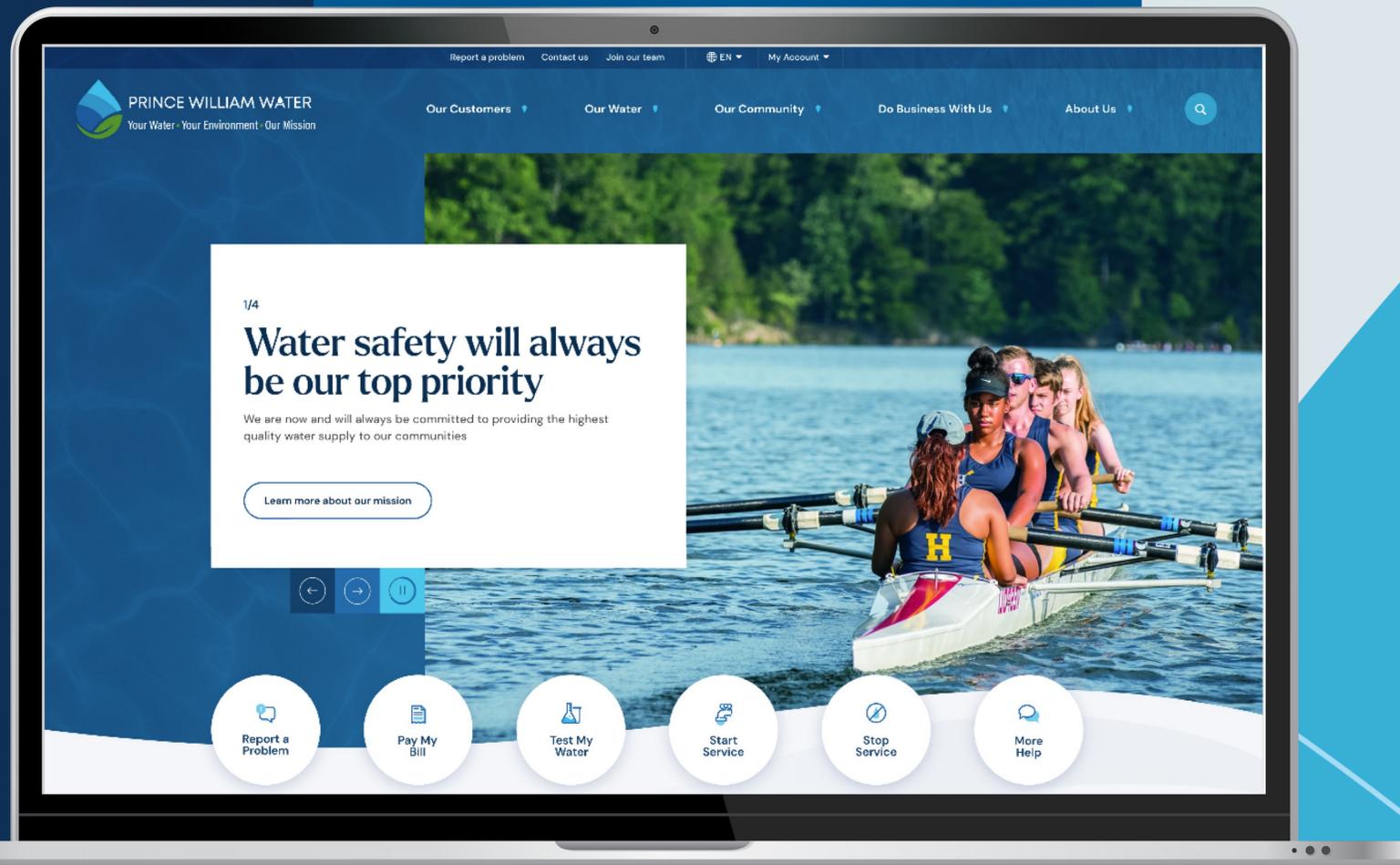


Prince William Water Website Redesign & Migration

NEAA26 PUBLIC INFORMATION & EDUCATION: E-MEDIA



National Environmental
Achievement
AWARDS



Redesigned website focused on delivering an exceptional customer experience.



Modern design with improved content, navigation & accessibility.



Launched with the utility's rebrand to Prince William Water.



Paired with new digital tools, including a chatbot & mobile app.



Led to a 34% increase in user sessions year-over-year.



Customer satisfaction with ease of website use increased.



www.princewilliamwater.org



Your Water • Your Environment • Our Mission

Member Spotlight: Prince William Water

“PrinceWilliamWater.org: Website Redesign and Migration”

With over 380,000 customers, Prince William Water is Virginia’s largest combined water and wastewater utility. The utility is a regional leader in supplying clean water and superior service to a large and ever-growing Washington, D.C. metropolitan population. With consistently high quality, reliability and customer satisfaction, the organization is a nationally recognized model for excellence, sustainability, industry best practices and environmental stewardship.

In keeping with its goal of providing an exceptional customer experience, in July 2024 Prince William Water successfully deployed a redesigned website as part of a larger effort to rebrand from Prince William County Service Authority. In addition to a full redesign of the website, Prince William Water worked with a contractor to migrate the site’s content to an updated content management system, build custom page types for specific use cases, implement an AI-enabled FAQ assistant bot, and train departments throughout the organization to manage their own content on the customer-facing website.

As a result of these efforts, the organization has seen increased visitation to the website and improved customer satisfaction. For example, there were 631,373 website user sessions between July 1, 2024, and June 30, 2025, representing a 34% increase from the previous year. In Prince William Water’s 2025 Customer Engagement Survey, respondents rated their satisfaction with the “ease of use of the website” higher than in the 2024 survey (8.9 versus 8.6 on a 10-point scale, respectively.) One customer said, “I like the changes to the website. It has made it easier to read.” Another noted that the website is “customer focused and user-friendly.” Additionally, the online FAQ assistant offers 24/7 support to customers by quickly providing answers that can be found on the website; it has a resolution rate of 90% in calendar year 2025.

The new website has proven to be more intuitive and engaging, and it offers customers an improved experience and ease of use. In addition to an updated look, it places important information prominently and features custom-built pages to delineate between different types of information. Finally, individuals without web content management experience can easily update content, which streamlines the process and helps to ensure the site remains current. With the new website, the organization continues to deliver exceptional service to its external and internal customers.