

CIPHE Case Study


Technology: Optimizely

Sector: Membership

Services: site redesign & build, ecommerce




Case Study - CIPHE




Chartered Institute of Plumbing
and Heating Engineering

Search site, resources etc.




Members & Shop

Hong Kong



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For the Professional

For the Public

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Protecting the public with dedicated plumbing accreditation, support and development for professionals

Watch our video

[Final image/video TBC]

Plumbing industry professional?



We've been here since 1906 to help you keep your standards high and meet the demands of your clients, for tradespeople, trainees, consultants, industry suppliers & authorities.


Join from only £30 as a trainee
Or £105 as a trading expert

[I'm a professional](#) [See membership options](#)

CIPHE membership allows you to...

- Attract consumers with CIPHE trustmarks & routes to ACP status
- Get exclusive discounts from our Industrial Associates
- Use our dedicated Design Guide & technical support services
- Access an extensive library of instructional CPD content
- Have a voice in our wider plumbing campaigns & legislation

Member of the public?



We aim to ensure you get the best experience and consumer protection from officially recognised experts backed up by extensive training and accreditation.

Access all our public services and find plumbers for free

[I'm a member of the public](#) [Find a plumber now](#)

CIPHE help you to...

- Find how professionals are certified & check they're genuine
- Access dedicated support for complaints or witnesses
- See our research & outreach, like disease prevention
- Know what to look out for with common safety issues
- Find an Approved Contractor Person for more complex work

Existing CIPHE member on your first visit? [Log in to access your member content](#) [Go to members area](#)

For the Professional

Become a member
Benefits & offers
Industrial Associates
Careers & trainees
Authorities & utilities

For the Public

Find a Plumber
Verify a Member
Complaints support
Dealing with emergencies
Expert advice
Plumbing health hazards

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Chartered Institute of Plumbing
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Become a member

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Industrial Associates

Careers & trainees

Authorities & utilities

Your membership renewal payment is overdue

Renew now to retain your online member benefits

Renew membership



Member dashboard - John Smith

Log out

Your profile

Membership level: Associate

Current business: P&J Plumbing Services

Job title: Business Owner & Engineer

Next renewal: 01/01/21

Member since: 04/02/18

Find a Plumber: Yes (profile incomplete) 1

Registered Company: No

Accreditation: WaterSafe, Engineering Council

[View my profile](#)
[Renew membership](#)

Access technical resources & CPD

Use a range of reduced or free content created by us and our accredited partners, in the best formats to suit you. We also have our dedicated video professional development platform at [CIPHEpd](#)

CIPHE Design Guide

Detailed technical support and advice for installations across homes, commercial buildings, energy and much more.

[Go to Design Guide](#)

Video library

Demonstrations, seminars and 'how to' guides so you can watch advice from us and our accredited training partners.

[Go to Video Library](#)

P&H Engineering Magazine

Bi-monthly editorial for our members also accessible online, with topical insights, campaign and expert opinion pieces.

[Go to the magazine](#)

Your Digital Membership

See how your online CIPHE purchases and benefits have been used and how they've saved you money over time. You can also look back at previous months and years to access your digital purchases.

[View usage history](#)
[Review full benefits](#)

mycareerpath

Used in collaboration with the Engineering Council, additional CPD can also be obtained here (requires separate login).

[Go to mycareerpath](#)

CIPHE Shop

Buy membership stationery, branding, CPD and printed publications direct from us.

[Purchase CIPHE materials](#)

Tools & extra guides

Additional exclusive tools such as our useful pipe sizing calculator or dealing with complaints.

[View tools & guides](#)

News & advice

See the latest industry news, products, policy or policy consultations and more.

[Go to news & advice](#)

Member downloads

Free member documents viewable online, including our council notes.

[Download a document](#)

Member ambassadors

Check for member ambassadors or get in touch if you believe you could join them.

[More about ambassadors](#)

The Board of Trustees

Check our current Trustees and how the positions are filled.

[More about the Board](#)

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CIPHE

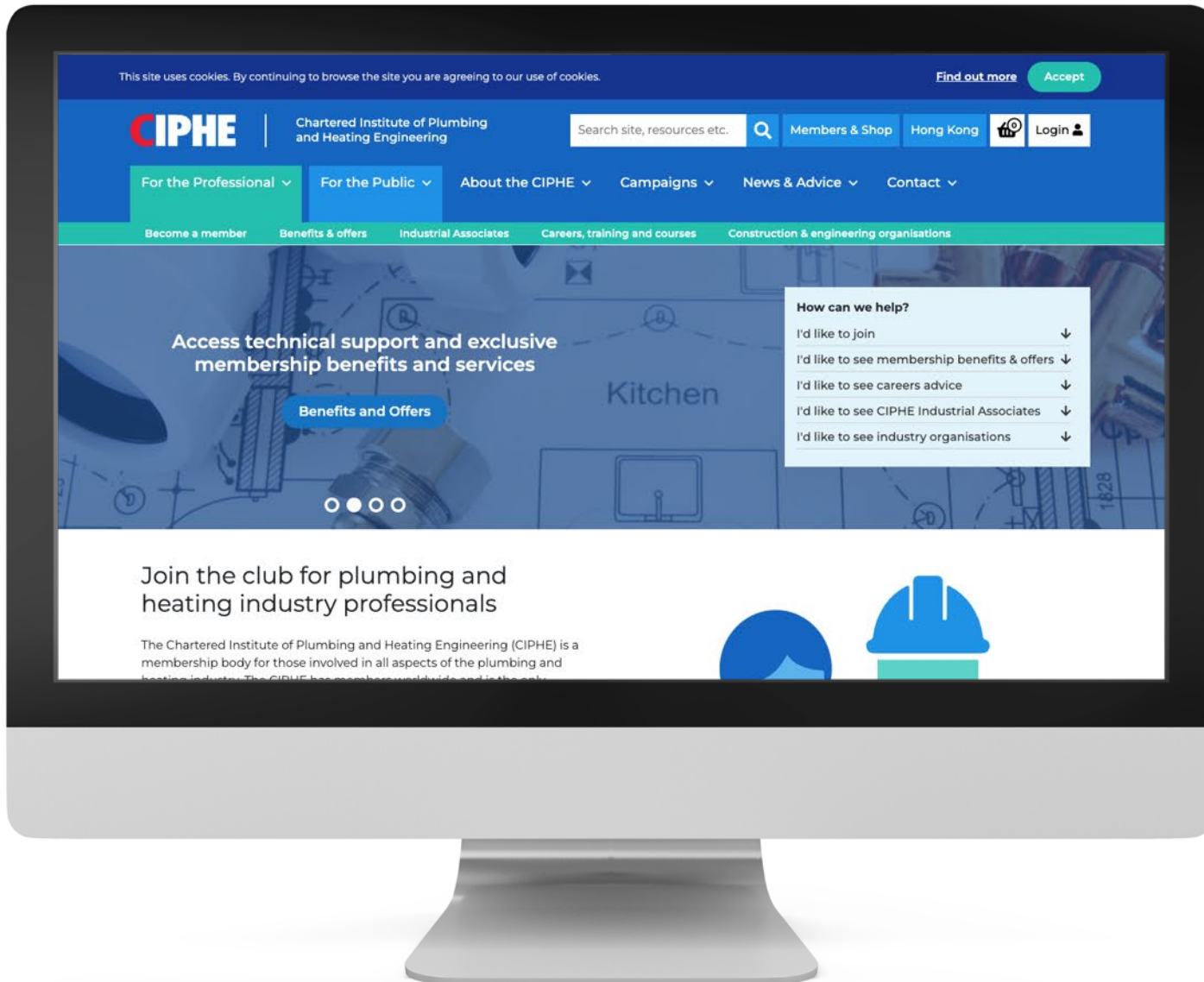
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CIPHE - Chartered Institute of Plumbing and Heating Engineering. Professional body for the UK plumbing and heating industry.
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Case Study – CIPHE



- The Chartered Institute of Plumbing and Heating Engineering is the professional body for the United Kingdom plumbing and heating industry.
- Its membership comprises approximately 8,000 individuals, including consultants, specifiers, designers, public health engineers, lecturers, trainers, trainees and practitioners
- Appius had provided support for CIPHE's previous Episerver website and were selected to redesign and build the new website with the objective to take offline processes such as the membership application online increasing conversion and reducing manual overhead on the small team
- Key features include:
 - Full integration with the Dynamics CRM solution allowing end to end membership application, renewals and upgrades online
 - Online portal with self serve capabilities for professionals to manage membership
 - Find a plumber – commercialised tool to promote accredited plumbers to the general public as part of a digital value add
 - eCommerce solution selling books, resources and other training materials online
 - Tailored site experience for both the public and professional delivering the wider organisational objectives


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[Home](#) > [Find a professional](#)

Find a plumber or heating engineer

Use our tool to search for CIPHE member tradespeople in your area. Our members are experts in their trade, verified by the only professional body for the industry and voluntarily abide by the [Code of Professional Standards](#).

Most of our members are UK-based, but we also have a strong presence in Hong Kong and Ireland, and some members elsewhere overseas.

Enter postcode, street or town for UK, state, district or town for overseas

Type of professional

Domestic or commercial

Filter by specialism

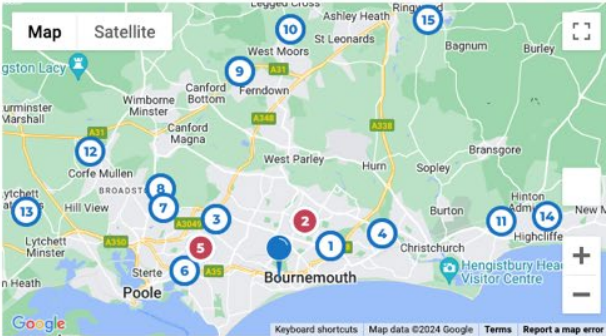
WaterSafe approved
☐

[Find Local Experts](#)

Are you a plumber or heating engineer?

Sign up to the CIPHE and all approved members can be listed here.

[Sign up today](#)



Experts are shown by closest first on the map and in results (max 100 miles)

We found 15 verified CIPHE members within 5 miles

2
0.8 miles

Showcase Professional

Mr Michael Frith MCIPHE RP
Michael Frith Plumbing



First established in 2005, we offer our wide range of plumbing services to customers across the South Coast. Specialising in bathroom installations, we also undertake wetroom, cloakroom and shower room installations.


Address: 81A Maxwell Road, BOURNEMOUTH, Dorset, BH9 1DJ
Phone: [01202514897](tel:01202514897)
Mobile: [07737408537](tel:07737408537)
Email: sales@michaelfrithplumbing.com
Web: <https://www.michaelfrithplumbing.com>


Specialisms Unvented, Bathroom Specialist, Sanitary & Drainage, Bathroom Mobility Specialist, Emergency (out-of-hours), Kitchens, Sheet Roofwork, Water Softeners & Filters, Domestic Heating, Domestic Plumbing [more...](#)

5
1.5 miles


Showcase Professional

Mr Philip John Woodward MCIPHE RP
Ideal Warmth



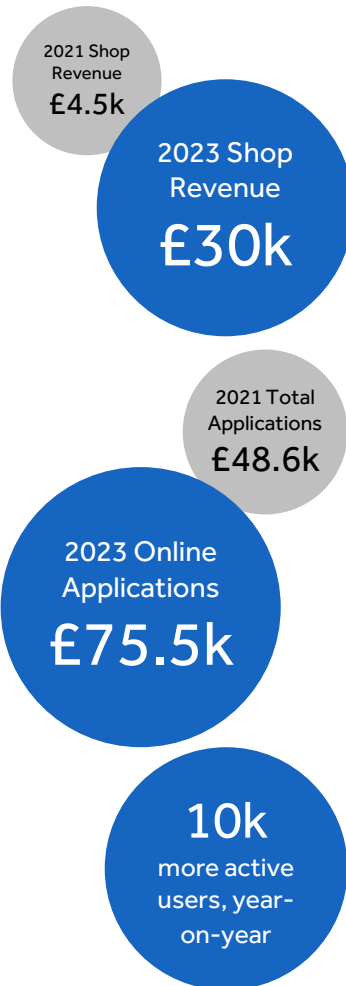
With 20 years of experience in the heating industry and a passion for green energy - our Ideal Warmth goals include: making sure your boiler is working all year round, installing air source heat pumps, bespoke gas fires and enclosures.

Address: Ideal Warmth, 9 pearson Avenue, PARKSTONE, BH14 0DT
Phone: [01202380733](tel:01202380733)
Mobile: [07749479065](tel:07749479065)
Email: info@idealthewarmth.co.uk


Specialisms Unvented, Central Heating - Gas, Gas Installations, Sanitary & Drainage, Domestic Heating, Domestic Plumbing, Gas Safe Registered

Case Study – CIPHE: The Results

- Efficiency improvements equated to two full time team members being redeployed to training and business development
- Increased engaged with the shop including new cross sell and upsell features.
- Now generating more income from online membership applications than previous applications from all sources
- Tools such as find a plumber combined with improved analytics delivered great value add for the membership though the digital channel and are now being extended with premium listing to create additional revenue streams



appius