

Company: PT Perusahaan Gas Negara Tbk, Jakarta, Indonesia
Company Description: PT Perusahaan Gas Negara Tbk (PGN) is an Indonesian state-owned natural gas distribution company. Established in 1859, PGN has played a significant role in the development of the natural gas industry in Indonesia. The company is listed on the Indonesian Stock Exchange and is considered one of the largest natural gas companies in Southeast Asia. PGN has been the recipient of numerous awards.
Nomination Category: Website Categories
Nomination Sub Category: Industry - Utilities
Nomination Title: Innovating Utility Through Web

1. When was this site or blog first published?

This website was officially launched in October 2023, marking a new chapter in our digital customer engagement strategy.

2. Briefly describe this entry’s communications objectives and how it met those objectives (up to 200 words):

Total 196 words used.

The www.pgas.id/business objective:

Transform PGN’s digital platform into a customer-first website that enhances service accessibility, drives engagement, converts leads, and supports sustainability; suitable for Residential user, fit for Industry Segment segment.

How it met the objectives:

- ✔ **User-Centric Redesign:**
Mobile-first design with simplified navigation and strong call-to-actions reduced bounce rates and improved customer journey. The average duration increased from 9 seconds to 30 seconds, with site pages 1,3.
- ✔ **Improved Engagement & Access:**
Integrated online meeting booking feature enabled easier interaction for industrial customers, streamlining their decision-making process. There is a button to our whatsapp official for a quick chat and also an online meeting feature
- ✔ **High Traffic & Conversion:**
203,000 landing page visits in 2024
470% increase in business-site traffic
- ✔ **Effective Lead Conversion:**
59 online meetings held
4 commercial contracts secured worth **over USD 120,000/year**
- ✔ **High ROI Performance:**
Website development cost: **USD 24,000**
Revenue generated in first year: **USD 120,000+**
- ✔ **Environmental Impact:**
691 tons of CO₂ reduced by minimizing travel for frontline induction meetings

Conclusion:

The new www.pgas.id delivered measurable results across awareness, action, and sustainability—positioning PGN as a forward-thinking energy provider.

3. List the appropriate creative and production credits for this entry:

This site was developed through the collaborative efforts of several key contributors. We would like to acknowledge **Natuno Design** for their unique and creative approach that brought the website’s design and interaction to life. Special thanks to the **Information & Communication Technology team** for the seamless technical implementation, and the **Marketing and Sales Customer Management team** for ensuring that the content and features align with customer needs and business goals.

We also appreciate the role of the **PGN Contact Center**, which helps bridge digital systems with human interaction, ensuring every customer inquiry is handled with care. Lastly, we thank **all Sales Areas across Indonesia** for actively enabling online meetings and supporting the platform's role in connecting with prospective customers nationwide.

Attachments/Videos/Links:

[Innovating Utility Through Web](#)

[REDACTED FOR PUBLICATION]

