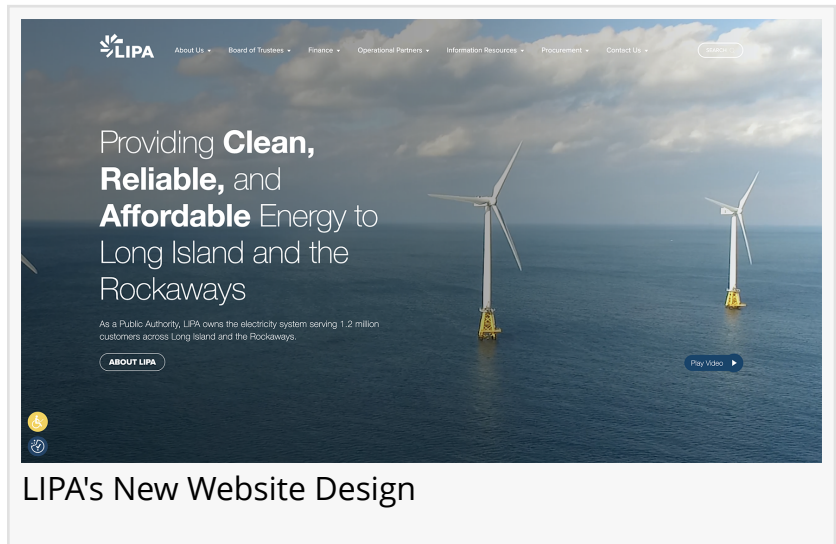


The Digital Transformation of LIPA - Long Island Power Authority's Website

Digital Project Manager, Rick Potter, PMP, asks, "Are you ready for Web 3.0?"

MANHATTAN, NY, UNITED STATES, October 22, 2024 /EINPresswire.com/ -- [Rick Potter, PMP](#) of Potter Esquire Media Group, renowned for his expertise in digital transformation, is proud to announce the successful redesign and launch of the Long Island Power Authority (LIPA) website, www.lipower.org. This comprehensive digital overhaul enhances the user experience and solidifies LIPA's online presence with cutting-edge features designed for Web 2.0 (and soon, Web 3.0) users.



LIPA's New Website Design

With a focus on modern design and functionality, the revamped LIPA website now offers an intuitive user interface, improved search capabilities, and a vast repository of white papers and resources tailored to user needs. In a groundbreaking addition, the new site also integrates artificial intelligence with a Natural Language Processing (NLP) chatbot, enabling visitors to ask questions and receive instant, accurate responses in real time. This new tool aims to revolutionize the way LIPA engages with its visitors, offering efficient and accessible support 24/7.

A Full Digital Transformation for the Energy Sector

Leveraging over two decades of digital project management expertise, Rick Potter, PMP led a team of designers that worked closely with LIPA stakeholders to develop a digital strategy that not only transformed the appearance of the website but also its overall functionality. The team conducted a thorough analysis of the energy sector's digital landscape, noting how many energy companies lag behind in their online capabilities. Recognizing this gap, Mr. Potter conferred with senior leadership members, [Thomas Falcone \(former LIPA CEO\)](#), Mujib Lodhi (former LIPA COO and CIO), and Jennifer Hayen (LIPA Director of Communications), to design a solution that is forward-thinking and user-centric, paving the way for LIPA's enhanced digital engagement.

"Energy Companies Need to Adapt"

Rick Potter, PMP, a PMI-certified project manager at Potter Esquire Media Group, commented, "The energy industry, much like other industries we've served, is on the brink of another digital revolution, especially with the mainstream introduction of artificial intelligence, machine learning, and generative AI. Most energy providers have outdated websites, and their digital strategies are not aligned with the needs of today's tech-savvy customers. Our goal with LIPA was not just a redesign but a complete transformation, bringing them into the future with enhanced user experiences, stronger digital tools, and a website that is ready for Web 3.0."

Why the Energy Industry Needs Potter Esquire Media Group

Energy companies across the country are urged to follow LIPA's lead by partnering with Rick Potter, PMP and Potter Esquire Media Group to update their digital infrastructure. As Mr. Potter highlights, "It's time for energy companies and companies from every industry to take the digital leap. A website today must do more than just look good; it must function efficiently, provide value to users, and support the future operational goals of the business. With our deep industry knowledge and experience in digital transformation and emerging AI technology, we help companies not only modernize but also compete in an increasingly digital world."

About Potter Esquire Media Group

Potter Esquire Media Group is a full-service digital agency specializing in PMI-PMP Certified Project Management, Digital Marketing, Digital Transformation, Omni-Channel Digital Strategy, Generative AI & Machine Learning, and Website & Mobile App Design. With an impressive portfolio of clients including IBM, Dell, Citigroup, Ascension Health, Amazon, Triton International, and LG, Potter Esquire Media Group is a trusted partner for companies looking to navigate their digital journeys successfully.

Rick Potter, PMP

Potter Esquire Media Group

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