

Delighting an American mobile phone provider with seamless **CX**

HCLTech defined and implemented a breakthrough
transformation journey for a customer-centric organization



The client is a US-based mobile phone operator company. It serves directly to its customers through various brands and experience plans. They were facing challenges with inconsistent brand and user experiences across its e-commerce platforms. It turned to HCLTech for an improved and personalized customer experience to enhance brand messaging and overall growth in the company's customer base. HCLTech, as a transformation partner, led the journey for the client toward a customer-centric organization. By using the capabilities of its decade-long partnership with Adobe, HCLTech delivered improvements across respective challenges aided by different products under the Adobe suite.

The Challenges:

Roadblocks in the journey of a customer-centric enterprise

The company's primary challenge was an outdated website and poor UI/ UX across its marketing and e-commerce channels. This resulted in an inconsistent brand experience for customers across multiple websites and

sub-brands. The company was functioning on legacy technology with disparate systems that were growing difficult to manage.

The Objective:

Delivering personalized experience to customers for business growth

The client was looking for a partner to support it in defining the future state of its customer ecosystem. It wanted the customers visiting its website to have a personalized experience. It wanted operation optimization that would keep the process updated from time to time. The drastic transformation would further create a seamless integration of the e-commerce channel and the company's marketing

ecosystem for their teams to work together in real-time. As with personalized content, our client wanted to enhance the customer experience and engagement level with tailor-made content to support the intent and context of the customer.



The Solution:

Accelerated transformation powered by technologies in the Adobe suite

HCLTech started by building a mobile-led, analytics-supported digital platform on AEM (Adobe Experience Manager) to offer an omnichannel digital presence to its customers. We used the existing customer database and the support of Adobe Target to deliver personalized content across channels to customers. We enabled a virtual catalog in AEM Author using a commerce integration framework leveraging Adobe I/O and enabled authoring marketing content in AEM for these products. The data captured here can be used across various channels to create an immersive shopping experience. We also implemented a headless

e-commerce interface with AEM and transactional flows using ReactJS to provide unified marketing and customer journey with an enriched overall customer experience. The updated website and applications were SEO enabled and WCAG 2.2(Web Content Accessibility Guideline) compliant to cater to diverse users. To make the overall experience better for customers, we also integrated SSO with token-based authentication to securely authenticate across multiple applications with just a single set of credentials. Now our client could leverage existing CDN (Content Delivery Network) effectively to save cost and efficiency.

The Impact:

Journey toward a speedy scalable and seamless e-commerce platform

With the AEM-based website/application release, our client witnessed a significant 2X growth in business conversion during the peak holiday season and consistent growth of 1.75X ever since. Our client saw a 25 percent reduction in customer drop rate and a lower business operation cost with the application redesign and efficient use of teams across branding and marketing operations. The website revamp has led to improved page ranking with proper SEO tagging, ultimately driving more visitors. The business has complete control over the content, its placement and how it plans to publish it. The new platform is flexible enough to cater to multiple brands with consistent messaging. Our client is highly satisfied as it can now bring new products to its customer with a reduced time to market by an exciting 30 percent. The transformation journey has been fruitful for our client, with significant business growth and new customers on board.



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