

Setting up next generation digital engagement platform for un-carrier transformation

HCLTech defined future-ready omnichannel platform and roadmap for transformation journey



The client is one of the leading providers of voice, wireless and data communication services in the USA. As the client started witnessing plethora of challenges associated with customer experience leading to a lower customer acquisition, it turned to HCLTech for support. HCLTech with its years of industry experience in digital transformation helped the client in its journey towards a customer-centric organization.

The Challenges:

Overcoming the obstacles to exponential growth

The client was facing multiple challenges including limited insights into the customers' actions, journeys and behaviors across different channels. It created a disjointed customer experience as well as affected the customer acquisition. Along with that, there was a high time-to-market for rolling out features and business disruption capabilities and a lack of a proper gate-keeping process which caused frequent production releases.

With these, our client faced more issues for device launches that were risky, especially in the case of high-profile devices because of the low customer conversion rate. The client needed a partner with advanced digital capabilities and turned to HCLTech to help them iron out these issues and transform their business processes.

The Objective:

Transforming customer experience with advanced analytics

To work with these challenges, the client had multiple objectives, including transforming the customer experience through advanced analytics at scale to acquire customers, diversify revenue streams and improve value and satisfaction. They also wanted to engineer a digital business platform in DevOps mode, enabling the customer to launch disruptive services quickly.

Creating a unified Point Of Sale (POS) experience, improving REMO (retail mobility) adoption by 90% and making a paradigm shift to mobile-first were also among the top priorities. They intended to rationalize all their billing platforms and optimize the supply chain to improve partner and customer onboarding.



The Solution:

Crafting optimal solution with insights and analytics

As the team at HCLTech worked with the client to understand their objectives and challenges, they gathered an in-depth understanding of the processes giving them the critical insights to craft the most optimal solution. We built and delivered personalized/contextual content across channels and enabled a consistent omnichannel customer experience.

We also defined a loosely coupled architecture for quick optimization with

microservices/API-based integration for headless commerce features. We implemented a digital platform with Adobe Experience Manager (AEM) hosted on AWS with single page architecture for Modern UI. We required configurations to improve performance with dispatcher caching and AEM publishers stack to serve non-cached content. We also brought an integrated platform through APIGEE and integrated AEM application with Elastic Path and Salesforce.

The Impact:

An improved customer experience through transformation

With the new digital engagement platform, the client was able to reduce the total number of clicks by **60%** in the path to purchase, impacting the overall customer experience. It further led to a **500% increase** in conversion of potential customers and a 50% increase in shopping cart start (online sales). Now our client could handle over 100 million transactions with just sub-second response times. Partner onboarding which earlier used to take over 3 months could

now be done in just 5 weeks. Activation time also reduced from 40 minutes to 5 minutes, and 80% of pages could now load in **less than 2 seconds**. After HCLTech enabled transformation, our client made swift product launches and campaign rollouts with the time **reduced by 40%**. Not only that, even the platform operation cost reduced by **30 percent**.



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