Re-imagining customer
ecosystem for a leading
telecommunications company

Objectives

- To help the client define the future of the customer ecosystem, starting from personalized experience to operations optimization

- To transform the client's e-commerce ecosystem for improved integration with their marketing landscape

- To enhance the engagement levels by improving customer experience through personalized content

Client description

The client is the largest MVNO provider in the US, serving their direct customer through various brands and plans. The organization also serves a large customer base through third-party retail partners like Walmart, Target, BestBuy, and Amazon.

Business challenges

Outdated design of their website with disjointed UX across marketing and commerce

Legacy technology with disparate systems that are difficult to manage

Inconsistent brand experience and UX across multiple websites and brands

Our solution

HCL started with building a mobile-led, analytics-supported digital platform on AEM to offer an omnichannel digital presence to the client
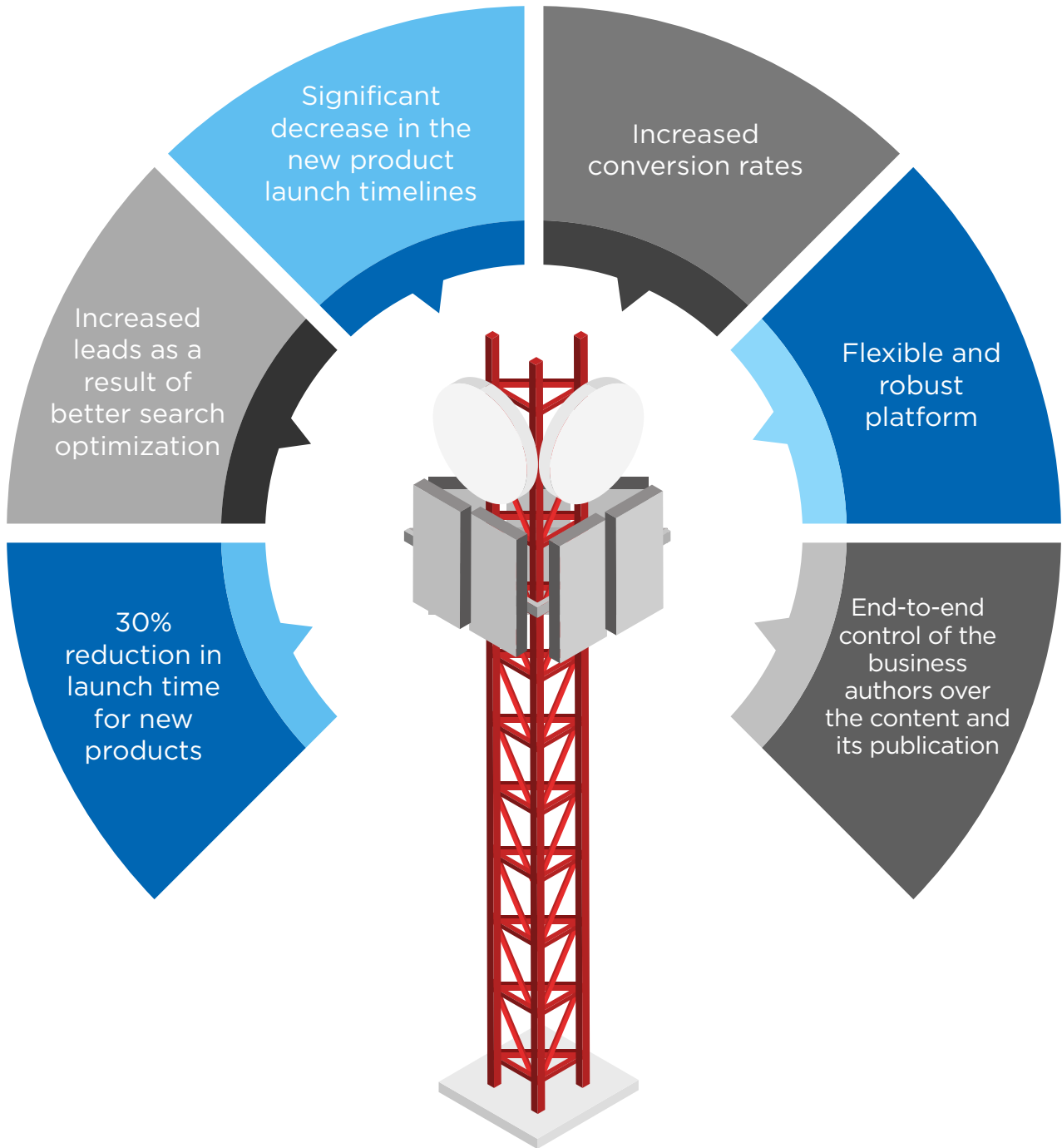
HCL offered personalized content delivery by making use of the existing customer database through Adobe Target

HCL implemented a headless e-commerce interface with Adobe Experience Manager to provide a unified commerce journey and marketing

Business impact

Significant decrease in the new product launch timelines

Increased conversion rates

Increased leads as a result of better search optimization

Flexible and robust platform

30% reduction in launch time for new products

End-to-end control of the business authors over the content and its publication