

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Outdated design of their website with disjointed UX across marketing and commerce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

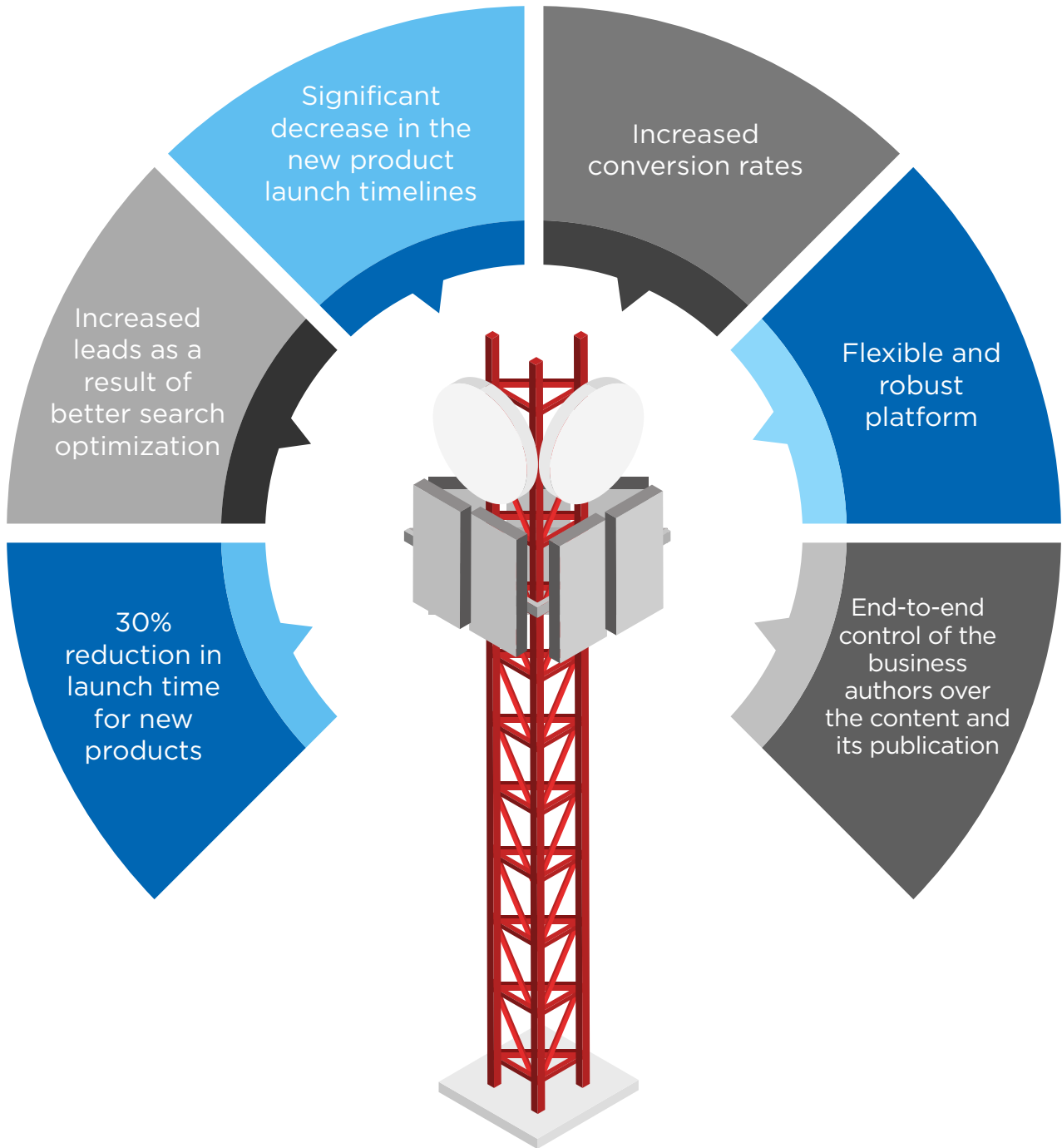


HCL offered personalized content delivery by making use of the existing customer database through Adobe Target



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

Business impact



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2021, HCL has a consolidated revenue of US \$ 11.18 billion and its 197,777 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com



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