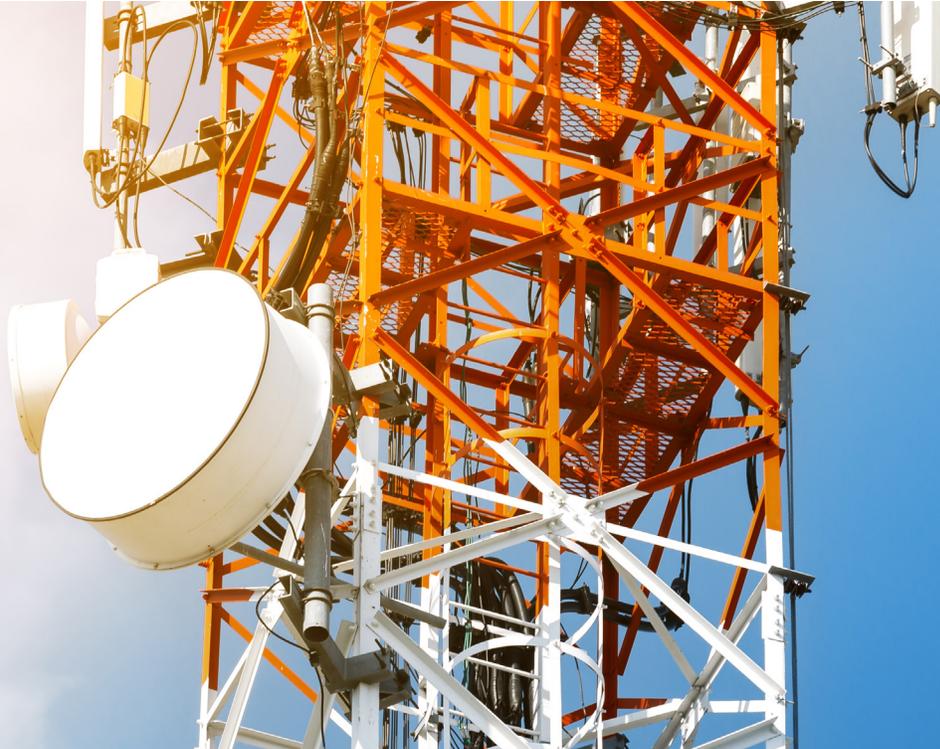


E-SERVICES TRANSFORMATION PROGRAM TO BUILD CLIENT'S FUTURE PROOF DIGITAL CUSTOMER EXPERIENCE PLATFORM: 60% INCREASE IN UNIQUE USER VISIT

Client - A Mobile Telecommunication Company



Challenge

Our Client was at a huge disadvantage due to the poor user experience their users were facing: problems in activations for prepaid and mobile broadband, low conversions (aborted transactions) in spite of a high volume online upgrade attempts, slow release cycles for new functionality or changes to the web channel along with a lack of ability for the content owners to manage real-time publishing.

Solution

Enhanced digital transformation- we helped them increased business agility and improved user experience for their subscribers by developing the next generation e-service platform and leveraging a green-field approach on

cloud infrastructure, iterative product management, agile development, and process change within the enterprise.

They currently use Infosys built Cloud-based, Multi-channel Next-Gen Productized Platform with Enhanced Customer Experience on Adobe AEM and Angular JS. Infosys offerings include:

- Productized platform for development of new Self Service functions for web / mobile users
- Adaptive and Responsive design for IOS, Android, windows phone, Windows desktop, Mac OS X browser support. Delivered a consistent, comparable experience across four screens (PC, tablet, smartphone, feature phone)
- Enhanced website design and consistent user experience across devices
- Standardized templates and components for brand and device categories
- Productized platform with common foundational, functional and digital experience components
- Adobe CQ based Content Authoring framework for Business users to directly author content and publish websites Single URL for multiple devices
- Rich Mobile Experience through Hybrid Apps approach
- Single unified platform with common governance and operating model. Solution had built capabilities as products which were reused extensively. Continuous Integration & Automated Deployment

Benefits



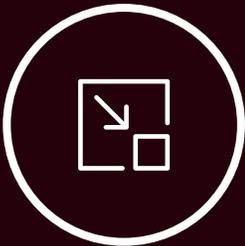
60% increase in Unique User Visit



25% increase in user satisfaction scores



37.5% saving in development cost: We increased revenue from web/online sales and decreased churn among web portal customers resulting in this saving



60-80% reduction in new Campaign release cycle time: we were able to release new features release every four weeks and marketing sites could be created within days by business users. Overall it improved system scalability, availability and rapid Infra provisioning by Cloud adoption.

For more information, contact askus@infosys.com

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