

CREATING A UNIFIED CUSTOMER EXPERIENCE FOR A GLOBAL ONLINE TRANSFORMATION PARTNER ACROSS 14 COUNTRIES

Client - A British multinational telecommunications conglomerate



Infosys is the online Digital Transformation partner for a Global UK-based telco. We rolled out a unified customer experience featuring a self-care and e-commerce platform across 14 countries and onboarding nearly 20 million customers with:

20%

Increase in customer advocacy

6

Million £ in saving per annum

43%

Increase in online sales

The Objective



Develop a better customer experience and interaction



Develop an effective marketing, sales-distribution and service channel



Drive cost reduction by simplification and automation of business processes



Efficient forecasting and inventory management to enable visibility of forecasts, supply and demand across channels



Improve Net Promoter Score

Key Highlights

- First of its kind, large scale Digital Transformation program
- Global deployment(50+) across 14 key countries in 18 markets
- 650+ team members across globe
- Built online academy to manage scale and quality of efactory (trained 220+)
- Shared eFactory to ensure effective reuse of design and infrastructure
- Significant cost savings due to reusability, standardisation, scale (~30% savings per client's business case)



For more information, contact askus@infosys.com

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