



**A Comprehensive Transformational Program to Augment the Customer Experience – Lead to a 60% Increase in Unique User Visit**

## Challenge

The client was at a disadvantageous position owing to the instances of unpleasant customer experiences which had actually led to a severe downfall in its customer retention capability along with generating newer customers. The problems were mainly emerging in the form of non-activation of prepaid and mobile broadband, slow release cycles, inability of content owners to publish their content real time.

## Solution

Enhanced digital progression through a unique transformational experience – a generation x e services platform on iterative product management, process change and agile development within the organization!

Currently they are using HashCash 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 nascent Self-Service task for mobile/web users
  - Adaptive and Responsive layout for IOS, Android, windows phone, Windows desktop, Mac OS X browser support. Delivered a uniform visual experience across 4 different visual screens (PC, tablet, Smartphone, feature phone)
  - Augmented website design and steady user experience across devices
  - Standardized templates and components for brand and device categories
  - Productized platform with common opening, handy and digital experience aspects
  - Adobe CQ based Content Authoring framework for Business users to directly author content and publish websites Single URL for multiple devices
  - Super Rich Mobile Experience through Hybrid Apps approach
  - Single integrated platform with general governance and operating model. Solution had built capabilities as products which were reused extensively. Continuous Integration & Automated Deployment
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