

Redefining customer experience for an African technology group

Implementing a seamless e-commerce portal for customers from ordering to self-service



The client is a leading **pan-African technology group** operating across 14 countries in the African continent. They provide Network, Cloud and Cyber Security offerings through strategic partnerships with leading global players, innovative business applications, intelligent cloud services and world-class security to the African continent.



The Objective:

As the existing processes and systems did not provide the flexibility to leverage the automation planned as part of Software Defined Networks (SDN), the client was looking for a partner who would help them achieve this. SDN allows seamless communication between the software based controllers / application programming interfaces (APIs) and the hardware infrastructure and the direct traffic in a network. They wanted an overhaul of their customer experience that would make it seamless and simple.

The Challenge:

They were facing a few roadblocks that were restricting their growth, including:

- 1 The inability of customers to order online directly and manual intensive processes for opportunity and order capture
- 2 Long lead times compared to competitors even for straightforward connectivity requests
- 3 Lack of seamless customer experience from ordering services to being able to self-serve



The Solution:

HCLTech engaged from strategy to implementation and sustenance services that included support and maintenance of Salesforce applications. We were actively involved and engaged in various architectural considerations like environment strategy, data strategy, governance & solution evaluation. We worked on governing end to end e-commerce best practice design and user experience for various personas.



Experience Cloud

Implementing Experience Cloud for the eCommerce and self service digital capabilities on the clients existing Salesforce CRM platform

Superior user experience and journeys being built using the Lightning LWC framework and Lightning Design System

Leveraged existing customer data models, business processes and product configurations built on the Salesforce platform

Persona and brand-based journeys and UX providing personalization for different customer segments while ensuring the re-use of underlying platform capabilities

Undertaken end-to-end accountability from UX design, build & test to deploy & operate, including partnering with clients on their marketing

The Impact:

HCLTech's solution for the client led to:

10% reduction in operational cost in the first year, removed reliance and reduced Total Cost of Ownership (TCP) from multiple portals

15% estimated increase in pipelines

Reduction in Full Time Equivalent (FTE) savings allowed the client to focus on new customer acquisitions

Real-time visibility and notifications of customers helped to improve customer engagement