

Digital transformation program execution for world's top law firm

HCLTech defines marketing content delivery
platform and roadmap for transformation journey



The client is an international law firm headquartered in London, United Kingdom, and a member of the "Magic Circle", a group of London-based multinational law firms. HCLTech engaged with the client for their digital transformation journey program for the Marketing Content Delivery Platform (MCDP). We carried out the implementations in two phases. Phase one was focused on laying down the foundation – discovery for As Is Analysis, requirements gathering, and application design. The next phase was the overall implementation of the solution. The solutions helped the organization to structure the data within the system and gave the customers a unified experience.

The Challenges:

Overcoming inhibitors to exponential growth

The organization faced the challenge of inefficient marketing applications resulting in a poor brand and outdated user experience. The fragmented applications led to limited opportunities to easily develop new marketing approaches. The

organization also had no single view of the data source, which led to difficulty in data sharing processes. They also faced challenges for getting insights of existing application usage because of very limited analytical data tracking capabilities.

The Objective:

Delivering personalized experience to customers for business growth

The organization's objective was clear – they wanted to move from multiple disjointed systems to one unified Adobe-based platform. The company also wanted to implement a 'single source of truth' by removing any redundant and mis-matched data. The objective was to have a unified marketing system to better track customer behavior data. This would lead them to make data-driven and informed marketing decisions. It would also help them deliver personalized and targeted content to alumni, lawyers, and client portal users. The target marketing system should provide the latest GDPR (General Data Protection Regulation) compliant preference and subscription management features to opt-in and opt-out of premium content services, jurisdictions, legal areas and other geo-based preferences



The Solution:

Accelerated approach to selecting the best enabling platform

We implemented multiple scheduled and ad-hoc campaigns using Adobe Campaign (AC) Classic v7, which used custom Rest-based connectors developed for integration between Adobe Campaign and InterAction (IA) CRM system for Marketing lists, user profiles and preferences. We established cloud configuration-based integration between Adobe Experience Manager (AEM) and Adobe Campaign (AC) to sync marketing content created in AEM to AC. We created a complex custom match between content tags and user preferences in the delivery template in AC to deliver personalized emails, built custom reports and sent them as an email attachment using scheduled workflows. We replaced existing Google Analytics with

Adobe Analytics, implemented using Adobe Launch for Out Of The Box (OOTB) and customer tracking using the data layer approach. We implemented Adobe Analytics for Target (A4T) integration between Adobe Target and Adobe Analytics and set up the recommendation activities in Adobe Target for services recommendation to customers. The recommendation feed generation was done in CSV (Comma Separated Value) sheet at AEM for Adobe Target (AT). We implemented content feed generation at AEM to expose content to Adobe Campaign via REST-based integration. We used migration scripts to migrate content from existing Web Content Management to AEM.

The Impact:

Journey toward a customer-centric organization

The partnership paved the way for tremendous impacts on the organization. The marketing content delivery platform was a huge success. The organization could now put a roadmap ahead for its marketing and digital initiatives. The solution helped the organization become GDPR compliant through enhanced customer targeting and engagement based on customer opted preferences and subscriptions.

The organization was able to streamline a single source of truth for its customer data instead of earlier disjointed and siloed data sources. The solution helped the organization achieve cross-sell and up-sell use cases through customer behavior-driven personalization and content recommendations. The solution also helped identify major KPIs based on analytics and behavioral customer data, hence setting up the future roadmap. HCLTech has now been chosen as a preferred vendor and has become managed services support partner working in a flex model for resource requirements.



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