

Driving best in class customer  
experience for an European  
**electric utility** company

How HCLTech leveraged Adobe Experience  
Cloud to deliver a boost in sales

The client is Europe's largest operator of energy networks and energy infrastructure and one of the world's largest electric utility service providers. Our client was looking for digital transformation opportunities to expand its customer base and improve customer satisfaction through enhanced experience. They chose HCLTech as their transformation partner for our extensive experience in providing scalable, fully integrated digital solutions that deliver next-level results.

## The Challenge:

### Outdated platform, an obstruction in the path of growth

Our client faced multiple challenges onboarding customers on the B2C platform due to poor website health. They planned to onboard 30 million customers by 2020, so they needed more traction, clicks, and business through the website. Poor website performance significantly affected lead generation and sales. They could not offer customers highly customized and need-based plans and were seeking smooth release management for the platform.

## The Objective:

### Improve Net Promoter Score through exceptional CX

Our client wanted to drive agile and DevOps transformation by bringing together the best principles of these methodologies for quick delivery, continuous improvement, frequent value delivery and improved customer satisfaction. They wanted to add new features to digitize the current customer journey for B2C German utility consumers

and improve the overall NPS (Net Promoter Score). They aimed to reduce operational costs by 40 percent, enabled by improved operations. Our client also wanted to establish a straightforward, concrete benefits-orientated proposition story for all its customers.



## The Solution:

### Operating model transformation for accelerating business growth

As our client planned to have an improved business, increase in market share and improve customer experience, it was in dire need of an efficient and new operating model to keep pace with the changing business needs. HCLTech challenged the legacy operating model with the continuously improving operating model by identifying the right experience, enabling it with the right platforms, and optimizing with the right data-driven insights. After taking over most of the services from the incumbent, we quickly helped our client move into a SAFe-based agile delivery model from the traditional waterfall-based delivery. We built 'Digital Attacker', a digital engagement platform with composable architecture using APIs, modern front-end frameworks and microservices. It followed the Platform-as-a-product approach. Next,

we designed their IT delivery function based on product management principles. By creating a reusable digital foundation library that could be used as a basis for all future product launches, we enabled B2C platform roll-out in multiple countries. As we understood, an effective omnichannel presence is a must for enhanced CX, we created consistent and great UX on various platforms (web, mobile, tablet). We further updated front-end design and development for increased lead generation and conversions for the German B2B site. Finally, we enabled consumer behaviors and insights to capture intricate details of the customer journey, which our client could use for delivering customized plans to the customers. One example was remote home assessment for boiler installation through an AI algorithm.



## The Impact:

### Remarkable boost in online sales

As a result of the improved website on Adobe, our client witnessed a 25-30 percent increase in its Solar panel leads. There also was a 150 percent increase in the leads and a 10 percent increase in conversions in our client's bakery and restaurant market segment. They saw a significant 2X increase in response through social referrals and campaigns. With an improved website, our

client saw a 40 percent cost reduction achieved through reduced physical visits. Amongst multiple business benefits, one such impact was a reduction in go-live time for components from 5 Months to just 2 weeks. Our partnership with Adobe led us to supercharge progress for our client by bringing together the best technology and people.



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