

CASE STUDY

Telecom Self-Service Portal Implementation

Enabling a leading carrier to deliver a seamless customer experience worthy of its brand reputation



Client Scenario

A market leader in CX software for communications services providers needed a core solution integration with Adobe Experience Manager for its client, a leading telecom carrier.

Challenges

- This was the client and carrier's first-ever AEM implementation project.
- Telecommunications clients have high expectations for self-service experiences.

The Solution

GlobalLogic implemented a three-pronged solution:

- Content distribution and engagement
- Content creation, management, and analytics
- Hosting and data storage

Results

- A **world-class portal experience** for the carrier's customers
- **Seamless interaction** with subscribers in a secure, intuitive environment


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When a CX software firm needed a core solution to integrate with Adobe Experience Manager (AEM) for a client, a leading telecommunications carrier, they turned to GlobalLogic to make it happen.

GlobalLogic put our team's expertise in responsive design, data and analytics, content engineering, and advanced software engineering to work implementing a solution that digitally transformed the client's offerings.

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A woman with dark hair tied back, wearing a yellow cardigan over a grey top, is looking down at a tablet computer she is holding. In the background, two men are standing near a whiteboard in a meeting room. One man is wearing a blue shirt and the other is wearing a red and white plaid shirt. The room has large windows and a modern office environment.

We implemented three major components of the solution, **transforming our client's portal** into a secure space for seamless interaction with customers.

The solution, a world-class portal experience for our client's telecommunications subscribers, offers **frictionless, intuitive interactions** across the self-service experience. GlobalLogic implemented:

Content Distribution and Engagement in a responsive portal where phone, tablet, and desktop users engage with the telecommunications provider by viewing content, interacting with it, and providing input.

Content Creation, Management, and Analytics by way of a web application for content creation, publishing workflows, and reporting on user engagement.

Hosting & Data Storage via servers and infrastructure for secure hosting of a client's instance of the application and associated data.

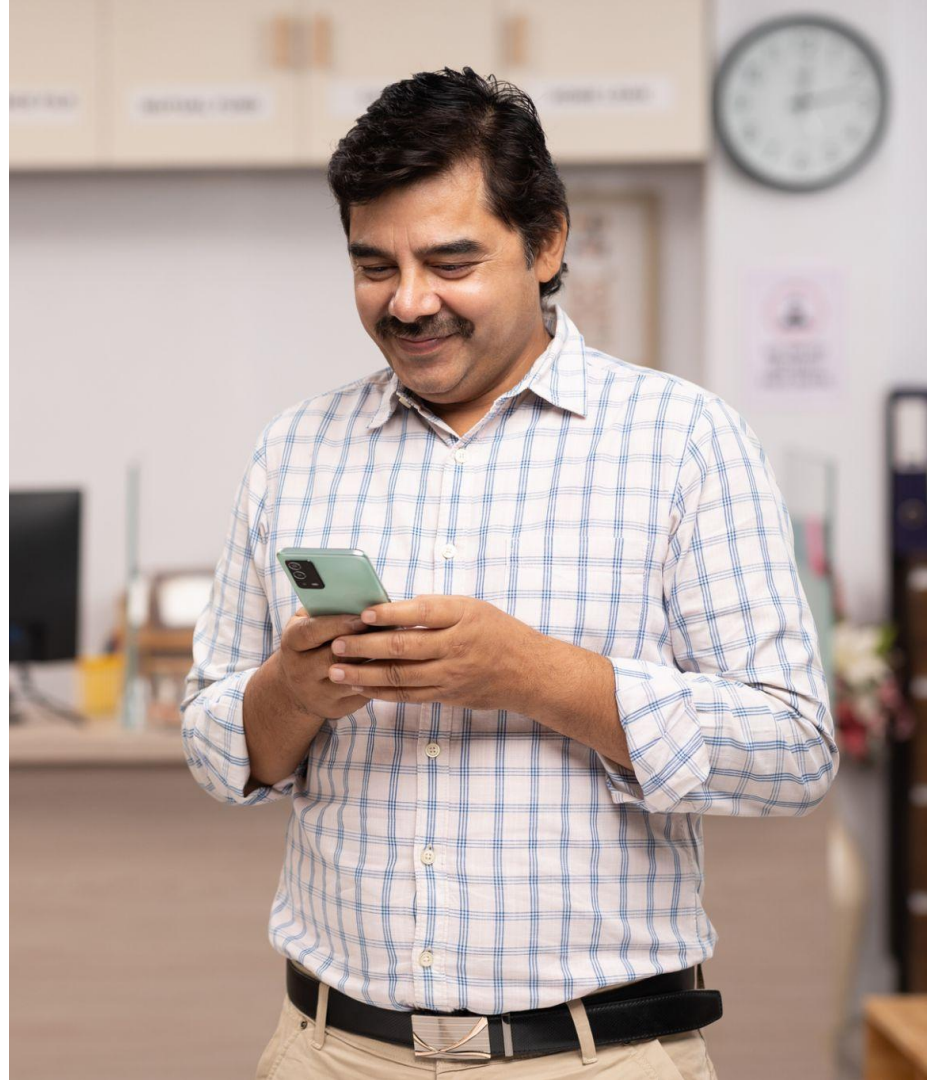


Outcomes

This solution facilitates **seamless interactions** between the carrier and its subscribers via a world-class portal experience that lives up to the brand's reputation.

The carrier can now **deliver the high-quality content** that Canadian telecom clients expect.

The carrier's platform is **built to scale and evolve**, enabling them to serve multiple clients and build on the value its service provides for years to come.



About GlobalLogic

[GlobalLogic](#) is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world. By integrating experience design, complex engineering, and data expertise – we help our clients imagine what's possible and accelerate their transition into tomorrow's digital businesses. Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries. GlobalLogic is a Hitachi Group Company operating under Hitachi, Ltd. (TSE: 6501), which contributes to a sustainable society with a higher quality of life by driving innovation through data and technology as the Social Innovation Business.



How Can We Help You? [Click here to get in touch](#) with an expert member of our Adobe team.

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