

# GlobalLogic

A Hitachi Group Company

## Transforming telecom self-service with Adobe Experience Manager

A leading customer experience (CX) software provider needed to modernize a telecom carrier's self-service portal to meet rising customer expectations. GlobalLogic implemented Adobe Experience Manager (AEM) to create a scalable, intuitive digital experience that improved customer engagement, streamlined content management, and ensured seamless interactions.



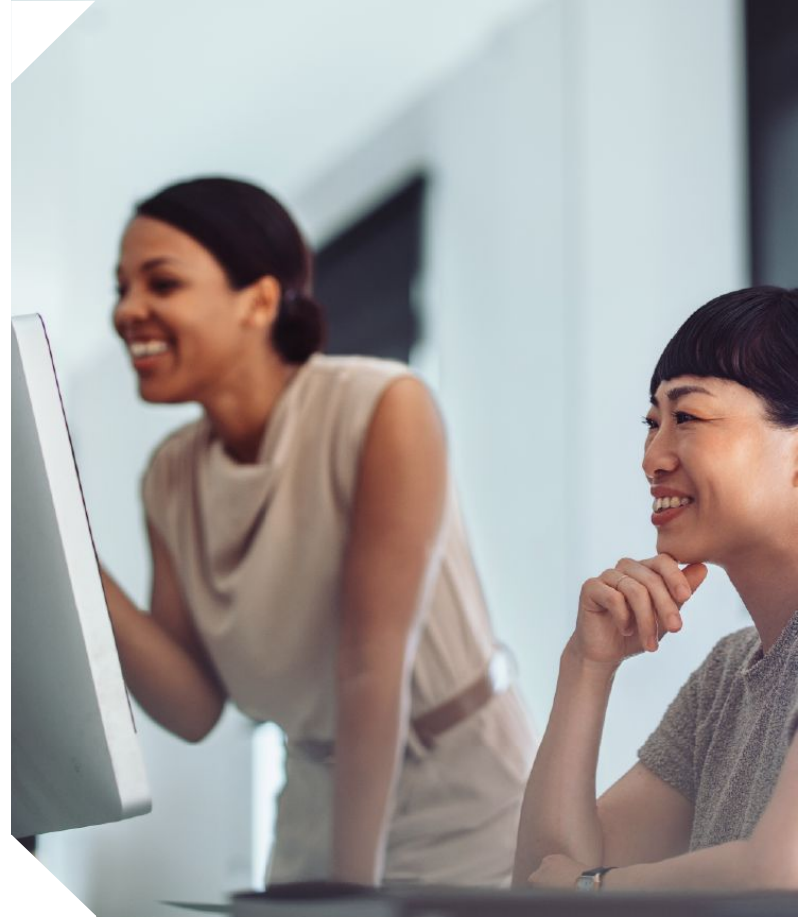
seamless customer  
interactions



optimized content  
management



scalable platform  
architecture



## Challenge

The telecom carrier's legacy self-service portal struggled to meet modern customer expectations, leading to high support costs and reduced engagement.

The **lack of a unified content management system created inefficiencies** in publishing, analytics, and user interactions.

Improving customer satisfaction, reducing operational costs, and enhancing digital engagement called for a comprehensive AEM implementation that could streamline content management, provide real-time insights, and support long-term growth.

## Value Created

- Developed a **responsive self-service portal** with an intuitive, device-friendly design
- Integrated AEM-based content management and analytics for **seamless publishing and tracking**
- Established **scalable cloud infrastructure** to support secure hosting, data storage, and future expansion

## Impact

- Created an **industry-leading self-service** experience, aligning with customer expectations
- Improved content creation, publishing, and engagement tracking through **AEM integration**
- Enabled **scalable service expansion**, allowing the carrier to continuously enhance customer experience
- Reduced customer service costs by **driving higher self-service adoption** and lowering call center dependency