CUSTOMER EXPERIENCE TECHNOLOGY CONSTRUCTS FOR TELECOM CLIENTS

Infosys®

Navigate your next

In the endeavor to become more customer centric for our Telco client's needs, Infosys has strategized an offering to deliver a personalized experience which is relevant and addresses the need. It aims to provide an Omni-channel Customer Experience (CX) across multiple channels and touch points for competitive advantage, compelling experience to reduce churn and increase conversions. Telco customers are increasingly using multiple touch points to resolve service issues and are expecting an integrated and seamless experience; It should deliver an intuitive and cohesive Sales and Care capabilities.

To provide engaging personalized experience, it is important that customer experience channel is defined for human purpose supported by a world of technology.
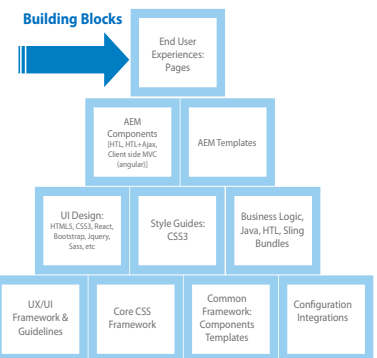
Having Consumers at the Centre of Experience, it is important to establish connect with them by leveraging the technology:

• Provide consistent brand experience in which telecom consumer processes are simplified for sales and self service

• Improve customer engagement by providing personalized digital experiences across channels

• Increase conversion by delivering targeted, personalized and highly-effective campaigns and promotions

The overall solution architecture and underlying capabilities forms the foundation for successful transformation.

Channel Touch-point	Website	Mobile Web	Mobile App	Social	Email /SMS	KIOSK	IVR	Retail	Customer care
Portal / Site / App	Shopping			Self-service			Identification, Verification & Routing		
Presentation Tier	AEM HTL, HTL with AJAX and Angular			HTML5, CSS3, Bootstrap, JQuery, React, Sass/LESS, Minify,			Components, Templates, Workflow, Tags, Digital assets mgt, Forms etc		
Analytics / Targeting/ Campaign	Offers & Campaigns			Targeted / Personalization Contents			Real-time, 2nd and 3rd party Data Analytics data		

Building Blocks

End User Experiences: Pages

AEM Components [HTL, HTL + Ajax, Client side MVC (angular)]

AEM Templates

UI Design: HTML5, CSS3, React, Bootstrap, Jquery, Sass, etc

Style Guides: CSS3

Business Logic, Java, HTL, Sling Bundles

UX/UI Framework & Guidelines

Core CSS Framework

Common Framework: Components Templates

Configuration Integrations

(Please note that the model is for illustrative purposes only. The model must be tailored towards the business and industry needs.)

Consistence Brand Experience:

The future state architecture is modular (or 'component based'), where the most appropriate (or 'best of breed') solution can be applied for each component. This approach provides flexibility of selecting themes, page templates, author-publish workflow, allowing components to be updated and/or replaced in the future without significantly impacting other components and pages.

Atomic UI – Component Development

• Increased reusability to build different experience from foundational elements

• Site requirements can be broken down to elements and design analysis is quicker

• Easier to interpret the site built using atomic principles which separates content and structure with ease

White Labelled – Component Repository (CSS3, JQuery, React, Bootstrap, Sass, LESS, minify, etc.)

• Branding CSS (coloring, fonts, feel, navigations …) for each Web property in Telecom

• Components reused across the Group with Color changes specific to web property –bringing reusability & consistency

Improved HTML Coding – HTL, HTL+AJAX and Angular (Client side MVC) Approach

Increased Security

• The HTML Template Language increases the security of sites that use it in their implementation, as compared to JSP and to most other template systems, because HTL is capable of automatically applying the proper context-aware escaping to all variables being output to the presentation layer.

Simplified Development

• HTL itself is standard HTML5 as it uses expressions and data attributes to annotate the markup with the desired dynamic behavior, meaning that it doesn't break the validity of the markup and keeps it readable

• Increased security, simplified development and improved team

collaboration, translates for AEM projects in reduced effort, faster Time to Market (TTM), and lower Total Cost of Ownership (TCO)

- Components with dynamic data will make AJAX call over HTTP to API Manager. The call is made directly from client-side and the response is parsed and rendered in client side

- AngularJS, with or without single page application (SPA) architecture, will be used for developing pure dynamic data driven components, where information will be retrieved from the enterprise backend systems
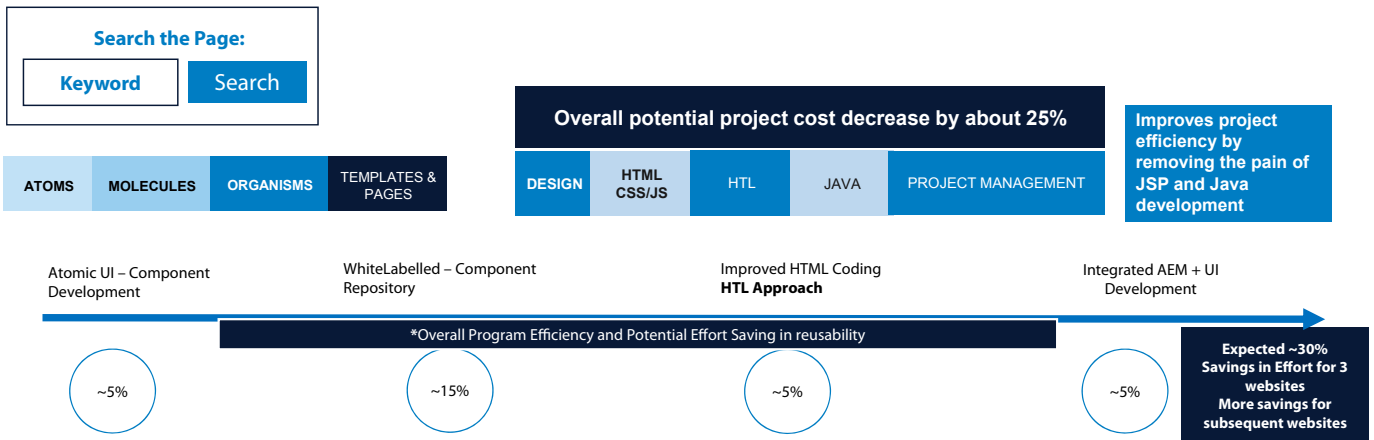
- Responsive design will be employed to create pages that can be viewed from a variety of devices – desktop, tablets, mobile and Walmart specific devices. Pages created using the responsive design approach have an adaptable page layout, fluid grid and page elements, and dynamically resizable UI and content, such as videos or images

Integrated AEM + UI Development

- The UI and Component Development are completely modularized enabling the development to happen simultaneously with coordination between developer, making it more efficient

- No handover of HTML to component team reduces the overhead of testing the HTML / CSS and go back and forth. This reduces the overall development time, therefore making it a more efficient development model.

AEM-UI Development methodology - Improved efficiency , Increased Savings & Reduced TAT

Search the Page:

| Keyword | Search |

| ATOMS | MOLECULES | ORGANISMS | TEMPLATES & PAGES |

Overall potential project cost decrease by about 25%

| DESIGN | HTML CSS/JS | HTL | JAVA | PROJECT MANAGEMENT |

Improves project efficiency by removing the pain of JSP and Java development

Atomic UI – Component Development

WhiteLabelled – Component Repository

Improved HTML Coding **HTL Approach**

Integrated AEM + UI Development

*Overall Program Efficiency and Potential Effort Saving in reusability

~5%   ~15%   ~5%   ~5%

Expected ~30% Savings in Effort for 3 websites More savings for subsequent websites
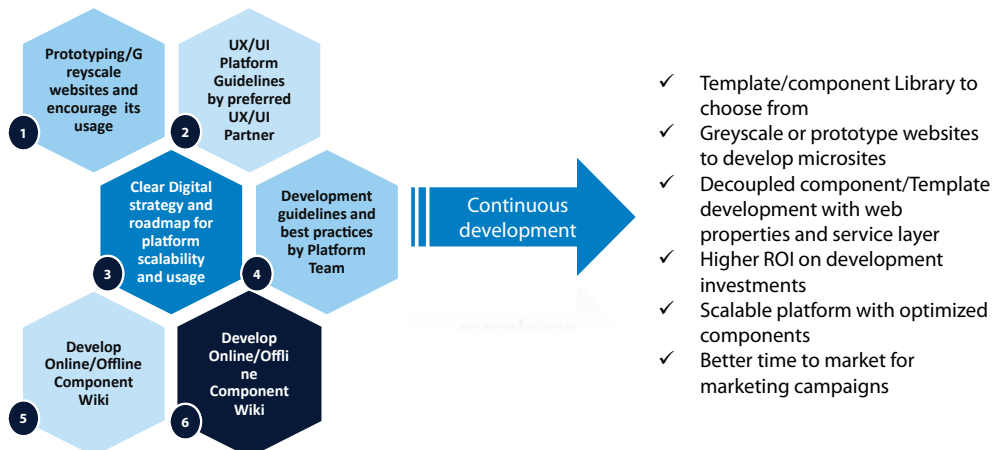
What does New Approach in each Pillar mean?

- Break down site to smallest reusable elements of building blocks (e.g Input Field, Button, Label).
- Atoms are further used to build Molecules which are relatively simple groups of UI elements functioning together as a unit.
- These further are used to build complex UI design of Organisms built by combining Atoms / Molecules placed in a Template to create instances of Pages

- Multi Site Management Site structure defined supporting inheritance
- Adobe supported set of components at top of hierarchy followed by Telecom company
- Component logic /Shared Libraries for html/css/js across Telecom company / WebProperty level

- The HTML Template Language (HTL) supported by Adobe Experience Manager (AEM) takes the place of JSP (Java Server Pages) as the preferred and recommended server-side template system for HTML in AEM,
- HTL gets compiled into Java Servlets, the expressions and the HTL data attributes are both evaluated entirely server-side, and nothing remains visible in the resulting HTML. For improved security

- Html is delivered by webmaster Data bindings are added developer Css is integrated into site structure Shared libraries for all components & Templates.
- There is a constant interaction between developers and webmaster during sprint for fixes, changes.
- Webmasters for e-sales an e-care work together to deliver consistent designs and maintain common css library.

*The efficiency % mentioned is based on 3 websites built on the platform and using this approach

Organized Development with Standard Template/Component

1. Prototyping/Greyscale websites and encourage its usage
2. UX/UI Platform Guidelines by preferred UX/UI Partner
3. Clear Digital strategy and roadmap for platform scalability and usage
4. Development guidelines and best practices by Platform Team
5. Develop Online/Offline Component Wiki
6. Develop Online/Offline Component Wiki

Continuous development

- ✓ Template/component Library to choose from
- ✓ Greyscale or prototype websites to develop microsites
- ✓ Decoupled component/Template development with web properties and service layer
- ✓ Higher ROI on development investments
- ✓ Scalable platform with optimized components
- ✓ Better time to market for marketing campaigns

Delivering targeted, personalized and highly-effective content

Telecom companies need to understand the entire customer journey and not just optimize contact points individually. Building unified and pro-active cross-channel services will deliver differentiated customer experiences that drive loyalty and repeat sales.

Creating promotions or personalized offers/ targeted contents through customer interaction - the mainstream adoption of technology through Adobe Experience Manager, Adobe Target combination of Adobe web analytics, Audience Manager and Adobe Campaign products have created greater transparency of business practices. Customer experiences may now be exponentially grown to reach millions of potential customers within minutes. The quality of user interfaces in this channel significantly influences customer perceptions. Investing in user experience throughout the implementation of digital initiatives can improve customer satisfaction and brand recognition.

Customer Centricity Dimension	Requirement Theme
Understand what your Telecom customer wants	
• Capture and analysis of customer data • Superior insights into customer needs and benefits • Actionable customer segment • Identification of critical customer touch points • Product development based on customer insights and focused on customer value-ad	• Create and leverage single view of customer • Leverage social network to collaborate and create more connections with customer • Involve marketing in testing and fine tune products and services
Provide an offering that is personalized	
• Pricing based on customer value and benefits • Segmented service	• Professionalize sales interactions on every channel / suggest customer actions on insights • Let customers configure their own products
Deliver an experience that is convenient	
• Consistent and comprehensive multichannel approach • Increase responsiveness to customer inputs/ feedback across touch points	• Optimized retail experience • Drive client self-selection of channel • Segment customer • Improve operational efficiency

To know more about Infosys Adobe Practice and Solutions, please write to us at adobe@infosys.com

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