

Overview

A leading multinational electronics manufacturing corporation specializing in consumer electronics, renowned for its innovative products and global reach. The client needed to revamp their website to enhance user retention, optimize the customer journey, and deliver a seamless digital experience.



Objective

The client wanted to redesign the website with a customer-first approach to achieve a 1.4X increase in cart purchases, improve average page views, and deliver a consistent, localized digital experience across global markets while simplifying navigation for users.

Business Challenges

The client faced significant challenges in providing a seamless digital experience to their global customer base, which impacted customer engagement and retention. Key challenges included:

- **Complex Navigation:** Difficult access to information/products due to deep hierarchies and excessive drill-downs
- **Inconsistent Experience:** Fragmented design & content across languages & regions, leading to disjointed user journey
- **Limited Insights:** Insufficient data on user behavior made it difficult to optimize the total experience effectively
- **Outdated Technology:** Platforms not leveraging advanced tools for streamlined content & e-commerce management
- **Suboptimal Journeys:** Absence of structured journey management reduced conversions and satisfaction

The Solution

The solution involved a complete website overhaul focused on simplifying navigation and creating a customer-centric digital experience. By leveraging Adobe Experience Manager Sites 5.x, the global website was restructured to ensure seamless integration with Adobe E-commerce Sites. Best practices in Customer Journey Management (CJM) were implemented to streamline user interactions and optimize the digital journey. Additionally, the centralized content management system ensured consistent design and functionality across regions, providing a cohesive and intuitive experience for users worldwide.

Value Delivered

The solution delivered transformative results, significantly improving the client's digital presence and customer engagement. By optimizing the website structure and leveraging advanced tools, the client achieved measurable improvements in user experience and business outcomes.

1.4X Increase in cart purchases, reflecting enhanced ease of use and optimized user journeys



Improved average page views from 2.3 to 2.8, indicating better customer engagement



Delivered consistent experiences through seamless global content management and localization

Business Benefits



Improved User Engagement



Optimized Customer Journeys



Enhanced Global Consistency



Streamlined Navigation