

CASE STUDY

**Digital Services Provider Tailors
Customer Experiences Using Episerver
Digital Experience Cloud**

softserve



Client Background

Our client is a subsidiary of a leading communications provider in Central and Eastern Europe, and is a partner that supports customers in the process of digitalizing their business. The company focuses on the B2B market and offers digital services to actively support companies in the digitalization process with the goal of enhancing their business success. Our client covers solutions areas such as IoT, artificial intelligence, security as well as cloud-based ICT solutions which build on existing data center capacities in European and other markets.

Business Challenge

Our client needed a solution to increase the operational effectiveness of its marketing department as well as enhance the customer experience over its web presence. Some of the main requirements of the project included website content management, personalization features to tailor the website to various customer segments, as well as advanced analytics to measure and optimize the website's performance.

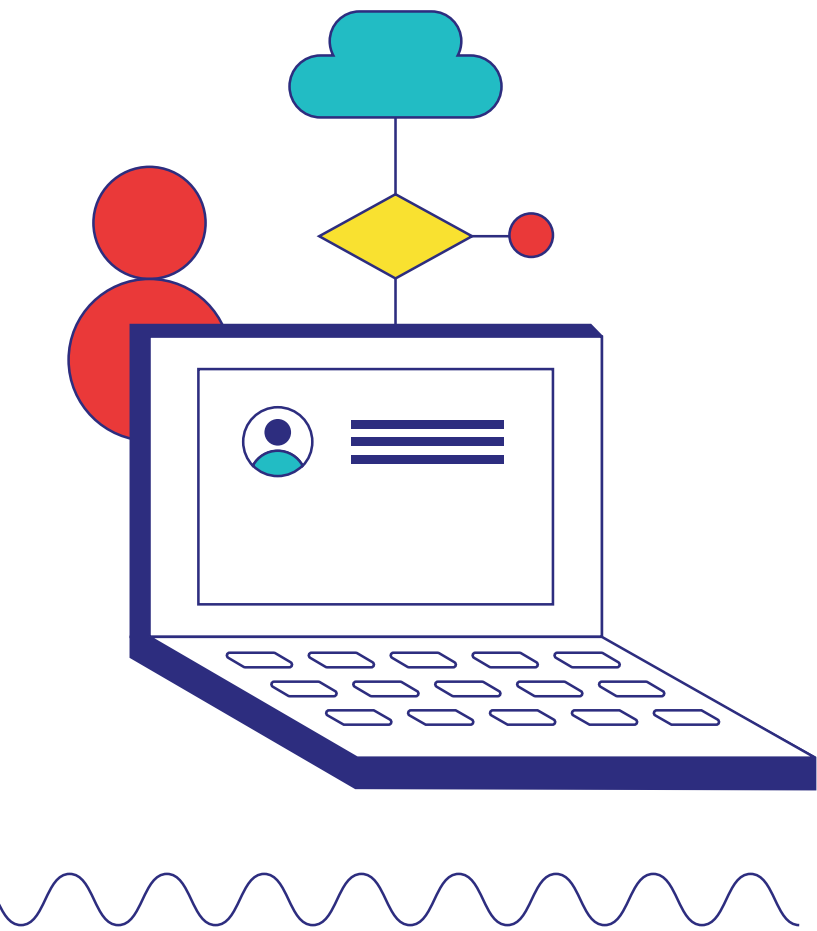
Project Description

In order to recommend a suitable solution to our client, SoftServe held a series of discovery meetings with all involved stakeholders to assess all existing processes, ecosystem, and workflows.

Based on the findings from the discovery phase, the recommended platform to meet the needs of our client was Episerver – a market-leading web content management system and digital marketing suite. It enables editors to drag-and-drop content to quickly create new digital experiences that are automatically responsive. In addition, Episerver offers several advanced capabilities that use artificial intelligence to personalize experiences such as content and product recommendations, search results, and emails.

SoftServe was responsible for implementing Episerver Digital Experience Cloud and integrating it with our client's other tools and third party systems and repositories of customer data used for segmentation.





Value Delivered

By implementing Episerver Digital Experience Cloud, SoftServe enabled our client to easily manage its marketing activities to ensure an enhanced customer experience. Some of the key benefits that the new solution introduced include:

- Easy to use web content management and an additional forms module to enable marketers to create web forms from scratch
- Content personalization based on the customer segments' characteristics and interests
- Enhanced visibility over user interactions through advanced analytics
- SoftServe was responsible for implementing Episerver Digital Experience Cloud and integrating it with our client's other tools and third party systems and repositories of customer data used for segmentation.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our [website](#), [blog](#), [LinkedIn](#), [Facebook](#), and [Twitter](#) pages.

NORTH AMERICAN HQ

201 W 5th Street, Suite 1550
Austin, TX 75703
USA +1 866 687 3588 (USA)
+1 647 948 7638 (Canada)

EUROPEAN HQ

14 New Street
London EC2M 4HE
United Kingdom
Level 39, One Canada Square

Canary Wharf, London E14 5AB
United Kingdom
+44 (0) 800 302 9436

info@softserveinc.com
www.softserveinc.com

softserve