



Case Study - Shift. Shape. Sustain.

Meeting the need for speed - a new cloud portal for improved customer experience

Infomentum helped a global manufacturer to improve customer satisfaction and deliver greater value by **moving to cloud** and **making information smarter**.

◀ Seeking a way to take customer service to a new level, they looked to Infomentum for a cloud-based secure portal. ▶

The need for change

Technology has transformed interactions between businesses and customers and altered expectations about what good service looks like. Manufacturing is no different. Digital self-service channels are being deployed to facilitate support and create an avenue to order spare parts at speed. It is part of a wider digitalisation trend that is driving financial benefits - manufacturers using digital technologies have reported a 20 to 30 per cent increase in gross margins.

For one global manufacturer, digitalisation is an opportunity to provide innovative support services that allow customers to get more from their assets and minimise inefficiencies and waste. To improve its customer experience the manufacturer aspired to introduce a scalable and secure e-commerce platform.

How we made it work

The foundations of the future e-commerce digital platform were laid by building a new customer portal for one product line, with plans to gradually on-board other offerings.

The first product was used by customer in almost 20 countries and had more than 40,000 components. In order to keep the product operation and reduce the long-term cost of ownership, clients need immediate access to spare parts.

Infomentum was selected as the most suitable implementation partner due to our core expertise in information consolidation, systems integrations and a history of successful delivery of numerous customer portals of various complexity.

"Covering everything from design and requirements capture to build and ongoing support, is so critical to delivering the right solution for customer's needs."

- Andrew Murphy

"This manufacturer is at the start of a major digital journey which will give its customers unprecedented levels of service," explains Andrew Murphy, our head of delivery.

To start the project we initiated our Customer Engagement Framework: **Shift. Shape. Sustain.** This three-phased approach allowed for upfront design thinking, prototyping and requirements capture, through to the build and ongoing support of the platform.

We designed and developed a cloud-based, secure customer service portal with round-the-clock access to information about spares and improved order visibility.

In order to encourage greater usage out in the field the new platform has been designed for Mobile and Tablet devices. If a mechanic notices something needs replacing in a maintenance workshop or in the field, they can search for and request a quote for the part there and then.

A powerful search engine allows customers to quickly source the parts they need and have visibility of pricing and lead times. *"We all expect an intuitive search experience, thanks to the likes of Google and Amazon. That's why it was imperative that the portal had a strong search function at its heart,"* says Murphy. *"It gives the manufacturer's customers full visibility of part availability, pricing and lead times."*

Supporting information was also made available including historical orders, manuals and training guides,

technical publications. Notifications ensured customers were updated on important topics such as end of life announcements.

Ongoing enhancements

Encouraged by the initial success and to further improve customer engagement and retention, the manufacturer continues working with Infomentum on enhancing the new customer portal.

The manufacturer wanted to provide more real time updates on orders and speed up response times to quotation requests. The legacy process could in some cases take up to six months and could lead to clients sourcing from different suppliers. The new platform provides an easy and convenient way to submit requests for quotes for parts and track the progress of each request, confirming that steps towards fulfilment are being taken.

A further enhancement involved automating the process of loading data for the spares and repairs order book. This initially required significant manual effort to extract data from multiple back-end systems, merge into an excel sheet and upload it into the portal. Through the creation of an application programming interface (API), the data is now aggregated and exposed via a single endpoint and automatically loaded into the portal without the need for human intervention. Data changes are now reflected much more frequently, reducing overheads on the business and enhancing the customer experience.



Finally, recognising the increasing importance of securing applications, the manufacturer embarked on several enhancements to add further resilience to the overall platform. Among these was the rollout of an identity management solution, providing centralised control of users and their access to the portal and associated systems. Through this customers only have access to the training manuals, spare parts (and lead times), maintenance instructions and product updates relevant to them. This also has the additional benefit of delivering a personalised service.

The results

The success of the portal has come in the form of direct customer feedback and general uptake of the system. Customers no longer rely on telephoning for support but engage through this new digital capability. It is quick to operate and ensures all relevant information can be accessed through a single interface. This has all been made possible by the platform's ability to connect different source systems in the back-end and deliver a standardised and integrated user experience through a single interface.

As well as an enhanced service, the manufacturer is also keeping its operational expenditure under control. This has been achieved through the use of cloud computing, meaning that the portal's underlying infrastructure can scale in line with customer demand. Any surge in use is handled without either impacting

the user experience or costs escalating out of hand.

Momentum gained

The new portal is just the first step in the manufacturer's vision of delivering a high-quality e-commerce experience. From here, it has two main ambitions: firstly, to complete the initial product line's digital journey, by adding online ordering, order tracking and parts cross- and up-selling capabilities.

Secondly, and more importantly when it comes to getting further value from its investment, being able to roll-out the platform to other products. There is also the significant potential of being able to generate concise sales reports for the manufacturer's senior executives. This would give them accurate insight into business performance and enable more informative decision making.

None of this would be possible without the cloud-based customer portal Infomentum has delivered. Being able to offer a fast, secure service is a critical differentiator for the manufacturer as the world becomes more digital.

Technology wise

To deliver this project, we utilised Oracle Cloud (IaaS, PaaS), Database as a Service (DBaaS), WebCenter Portal and Content (Document Management), Identity Manager (IDCS), application server (Weblogic), Solr search engine along with our wider expertise in using technology as a business enabler.

Key deliverables achieved

Improved customer engagement and overall experience
Faster time to fulfilment using self-service portal, with simplified management and search of 40,000+ spare parts inventory and logistics
Industry leading security to protect sensitive customer data
Future-proofed with the potential to expand features, functionality and product lines according to strategy and customer needs
Centralised information aggregation and improved reporting and planning functions

Results at a glance



Cloud-based
customer portal



Aggregated
information



High level
customer service



Improved customer
experience

