

DRIVING

Customer Experience and Growth

Leveraging insights and analytics with the power of Adobe Experience Manager (AEM)

At a glance

Expected goals

Best-of-breed CMS, marketing analytics, increased conversion

Solution

Implementation of Adobe Experience Manager, resulting in easier content management, actionable marketing insights, increased conversion, a new tool called 'decibel insight'

Industry

Automotive, Online

Business Problem

Need to move away from legacy open-source CMS

Context

The client is a major automobile manufacturer in North America. They also lead the market in online car configuration tools, allowing consumers to customize their car's features online before purchase.



Boyle Software has been working with this client since 2008, focusing on key areas such as:

- Providing expert support for platform operations
- Digital enablement of customer experience on the tool
- Establishing marketing analytics



Business problem

The Automotive sector, being highly competitive, constantly requires change and innovation in products and customer interfaces. The industry no longer relies on intermediary sales teams, and the need to leverage solid marketing data and effective digital direct-to-consumer experience is increasing.

To reduce inefficiencies and increase value-added activities, the only option was to move away from the legacy open-source CMS to a best-of-breed CMS. This posed several challenges, such as:

- Infrastructural changes within the IT system
- Organizational behavioral change
- Careful migration of data from the legacy system
- Deriving value from the new system

Expected goals

The key goals expected from this engagement were:

- Implement a best-of-breed Content Management System (CMS)
- Establish a strong relationship between content and marketing analytics
- Leverage data analysis to gain greater insights into client’s marketing efforts
- Increase engagement and conversion by transforming the existing tool

Solution delivered

Boyle Software recommended implementation of Adobe Experience Manager (AEM) to establish the expected goals. This was based on the number of advantages provided by AEM:

- The AEM platform is extremely efficient and provides opportunities for reusability
- The user interface is very simple and error-proof
- Content can be published much more easily because of a template approach

By implementing AEM, we were able to ensure the following:

- Deeper data analysis through Adobe analytics helped client gain greater insights
- Increased engagement and conversion with the tool by providing usable analytics

We developed a new tool called 'decibel insight', a session replay tool that enables on-page activity to be analyzed in great detail. This means that pages can be tweaked and adjusted based on large data samples to better respond to user requirements depending on their intent.

Solution highlights

- The dimensions and quality of the insights were deeper than before. The client received granular information about user behavior on the customer configurator and could therefore identify parts of the web application that were not delivering and improve SEM/SEO decisions.
- The project yielded greater data accuracy, reduced cart abandonment, enhanced conversions, and improved user feedback.
- The project promoted client buy-in through a link back to the original production system from the 1950s: the removal of waste.
- The client gained the ability to view analytics from the customer's perspective, thereby discerning how many users were actually scrolling all the way down each page on the car configurator.



Outcomes of the engagement

The key outcomes achieved through our solution, including an efficient implementation of AEM, are:

- **Efficient content management:** The client's marketing team was directly able to upload content, rather than depending on the development team. This removed one step in the process and resulted in greater ownership, more transparency, accountability, and time savings. There was also a lighter-touch content validation process, which would be more cost-effective and less error-prone in the long term. Further, new and dynamic content could be used by content authors, which was more likely to appeal to the target audience.
- **Richer and deeper user analytics:** Analytics were more insightful and easier to obtain without the intervention of data analysts.

Key project outcome metrics

30%

Reduction in
bounce rates

55%

Increase in pages
viewed per visit

30%

Conversion of all
product configurations





BOYLE SOFTWARE

A Beyondsoft Company

Since our founding 35 years ago, Boyle Software has been a company that is far more than the sum of its parts.

A subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe - from Uruguay to Costa Rica, from Singapore to Thailand.