

Enriching user experience using Adobe Experience Manager (AEM)

At a glance

Industry
Sports

Business problem
Developing a digital engagement model for the sports industry to improve customer experience

Expected goals
Adapting to the changing customer behavior and offering them a seamless user experience through a digital interface

Solution
Development of a feature-rich website and improving the customer experience by allowing seamless interaction for content consumption and purchase

Context

An 18-year-old Singapore-based equine operator was affected by a major pandemic as physical interaction was curtailed. Being a part of both the sports and hospitality industries, the client relied entirely on outdoor activities with little or no digital interactions.





Business problem

The client had a legacy website with almost non-existent interaction among its customers. As outdoor activities were halted during the pandemic, the client wanted to offer its customers an interactive and immersive digital experience.

Expected goals

The key goals expected from this engagement were:

- Develop an interactive website to improve online interaction among customers
- Develop e-commerce capabilities for increasing conversions

Solution delivered

Beyondsoft delivered the following solutions to the client:

- Developed an interactive website to offer an immersive customer experience
- Customized e-commerce capabilities were deployed for purchasing luxury experiences

Solution highlights

- Deployed the website with entire capabilities within a 9-month time frame



Technology stack Deployed

Website management: Adobe Experience Manager (AEM)

Outcomes of the engagement

The key outcomes achieved through the solution are:

Improved customer satisfaction

The solution helped the client offer an interactive website and improving the customer satisfaction

Optimizing the revenue stream

The e-commerce capabilities helped the client offer luxury experience to its clients for purchasing

Key project outcome metrics



20%

Higher conversions



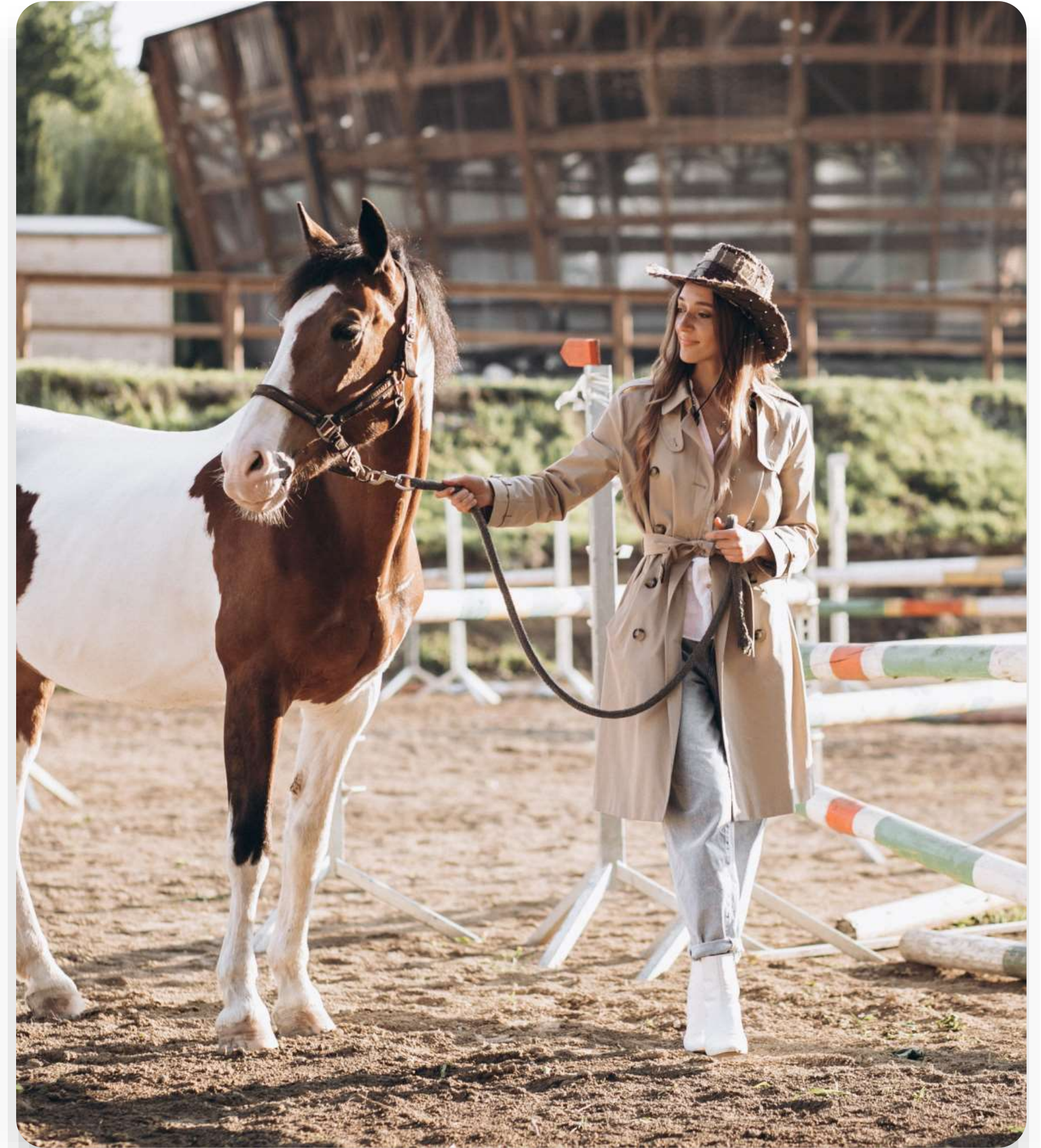
30%

Improvement in cost saving



25%

Higher customer satisfaction





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.