



Mindtree

A Larsen & Toubro Group Company



Digital platform modernization and Customer-360 helps healthcare tech leader improve CX, digital sales conversion by 58%, and grow revenue by 14%

Client overview

The client is a **large multinational conglomerate healthcare technology company** that manufactures and distributes diagnostic imaging agents and radiopharmaceuticals used in medical imaging procedures. As a leading global medical technology and a diagnostics and digital solutions innovator, the company operates at the center of an ecosystem that focuses on precision health, digitizing healthcare, and improving productivity. **The client's key objective is to deliver better outcomes for patients, providers, healthcare systems, and healthcare researchers worldwide.**



Challenges



- Customer experience across various web properties and digital touchpoints that catered to pre-purchase, purchase, and post-purchase **stages of customer purchasing life cycle were disjointed**. This led to poor customer experience, lower Net Promoters Score (NPS), and high dropouts from the older D2P website.
- **Design inconsistencies** on regional sites led to disrupted and cornered customer journeys.
- Longer development lifecycle and **higher time to market**.
- The client wanted to sustain the business and increase its market share.
- **Inefficient content production** and distribution processes.

Mindtree Solution



To accelerate the digital transformation of their web properties, the client wanted a technology partner aligned with their vision. **In 2020, the clients' leadership team focused on two key initiatives:**

- **Omnichannel customer experience**
- **Digital selling**

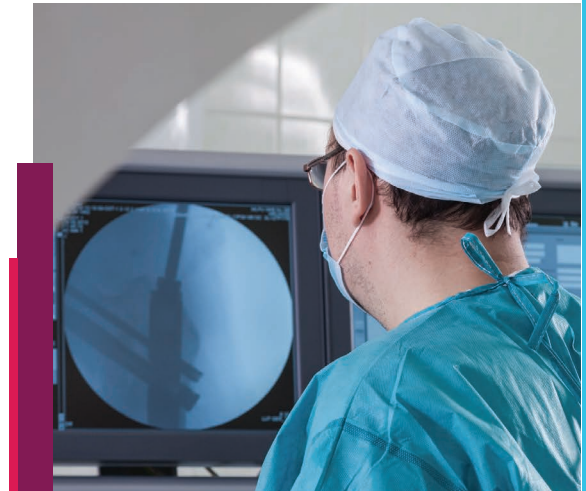
During the Covid-19 pandemic, digital selling initiatives gained significance as the pandemic-induced lockdown and restrictions pushed businesses to adopt the remote working culture, and consumers were making digital purchases. Therefore, companies had to empower their sales agents by providing the right digital tools that would enable them to engage with the customers remotely and sell more effectively. **Mindtree collaborated with the client's Customer Digital Experience (CDX) division to drive these initiatives.**

Mindtree started with a seed project in April 2020 to modernize the client's global U.S. website, which serves as the marketing engine. **Mindtree ramped up to a 120-member team to converge all their customer-facing platforms** (eCommerce, services and parts, education, loyalty, etc.) with their main website. This initiative was a multi-year effort, including strategic initiatives to overhaul their Martech landscape—**creating a customer 360 and AI-driven insights platform (CDP) and Modern Web Architecture (MWA) for the future.** As the client's technology and strategy partner, Mindtree was involved in multiple engagements, including design thinking and experience design workout sessions. We interacted with various stakeholders across key divisions in the client's organization to succeed in this project.



The uniqueness of our solution

Mindtree built a new unified digital platform to engage and enable consumers to purchase products independently through a self-service facility. **We integrated the mobile applications and the website to enable omnichannel experiences across multiple touchpoints using a unified GTM platform that combined sales, marketing, and commerce.** Some of the key solution highlights are:



- Mindtree set up a small team to closely work with key client stakeholders on **experience modernization.**
- Mindtree and the respective client's stakeholders pursued a **design thinking workshop to understand the client's pain points and customer journey maps** to analyze various solutions that support different business and IT KPIs.
- Mindtree helped the client create a **comprehensive digital transformation roadmap** and suggested areas where we can support the strategic initiative. The key strategic initiatives conducted were:
 - Created **omnichannel experience across mobile applications, websites, and cognitive channels.**
 - Moved the commerce store features from **Sitecore to Hybris eCommerce Engine.**
 - Headless commerce architecture to drive down **seamless experience and personalized messaging.**
 - **SEO consulting** to enhance search visibility, reputation, ranking, and conversions.
 - Full-stack developers-led development for **accelerated delivery and reduced time to market.**
 - Content and asset creation for marketers to **manage content production and evaluate performance for campaigns,** digital, and web assets.
 - Commerce convergence with a **persona-based approach.**
 - **Data visualization and reporting** to help the client communicate complex information clearly with the help of visual reports.



Technologies used

Front end/UI technologies ReactJS	Compliance Veeva	DAM Widen	CDN Akamai
Visualizations/Analytics Tableau	Search Solr and Azure Search	Commerce Hybris	CMS Sitecore
Marketing technologies Welcome Software, Marketo, & Showpad	CRM Salesforce	Hosting Azure	

Engagement highlights



- **Marketing platform enhancement**
 - o Migration of the client's website across 35 countries from Sitecore 7 to Sitecore 9.3.
 - o Implementation of key digital selling initiatives and eCommerce integrations.
- **Convergence of customer-facing platforms**
 - o Unifying marketing, e-commerce, and parts/services platforms for improved engagement and better omnichannel experience for customers.
 - o Marketing automation to improve content creation, asset management, and operation work flow optimization to enable marketers to improve campaign effectiveness across various device channels.
 - o Modern Web Architecture (MWA) for headless content delivery, including technology rationalization across regions bringing in considerable cost savings.
- **Digital selling and sales effectiveness**
 - o Empowering sales agents with tools to engage with customers remotely and efficiently by providing real-time AI-driven insights about customers and AR/VR tools for remote demos.
 - o Measure sales effectiveness for sales agents and inside sales team.
- **Customer 360, visualization, and insight's platform**
 - o A single view of customers with full visibility into their needs, behaviors, interactions, and preferences to drive real-time personalized and contextualized communications across all channels.

Benefits



- Built a **unified platform across the regions and departments** using technology landscape rationalization.
- We are in the process of implementing a **unified marketing and commerce platform that combines pre-purchase, purchase, and post-purchase.**
- Enabled commerce in service (**MRO and cross-sell**).
- Enabled sales teams with **tools for marketing and customer insights.**
- **Unified customer digital and analytics group experiences.**

Outcomes



- **Higher customer engagement and traffic** across various digital web properties. **A potential increase of 32%.**
- A bottom-line **gain of 58% year-over-year on sales** for Q2 2021, leading to **14% increase on revenues** from the previous year.
- **Reduced bounce rates by 36%** compared to Q1 2020.
- **Reduction in 40% time spent on deployment.**
- **Plan to improve the conversion rate by 50%** over the next 12 months (2022).
- **Increased customer NPS, Customer Lead Time (CLT), and engagement level.**
- **Faster time to market** with new product and feature rollouts.
- **Improved user and search experiences.**
- **Growth in search market share.**



About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 270 enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 24 countries across the world, we are consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 23,800 entrepreneurial, collaborative and dedicated "Mindtree Minds."