

A NEW FOCUS ON CUSTOMER EXPERIENCE



Capgemini helped an education-services provider revamp its commerce site to be more user friendly

The Challenge

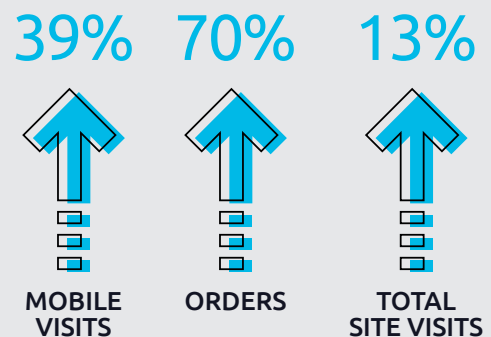
A U.S.-based education-services provider recognized that educators and especially students are increasingly using mobile devices. It was clear that the company needed to revamp its commerce site to be more mobile friendly and deliver intuitive experiences across multiple channels.

The Solution

Capgemini worked with the company to migrate its commerce platform to a hybrid headless architecture model that would allow it to deliver consistent experiences across touchpoints – regardless of the device. A new content-management solution made up of Adobe Experience Manager and Adobe Marketing Cloud ensures that the right messaging and offers are delivered to the right person at the right time. A new customizable UI tied everything together on the front end, allowing the company to respond faster with localized content.

The Outcome

The Adobe solution allowed the education-services provider to completely revamp student experiences on mobile devices. Immediately, mobile visits jumped 34 percent—including a 39 percent increase in tablet visits. Tellingly, orders during commuting hours went up 70 percent—showing that the company’s mobile strategy was working. Most importantly, total site visits rose 13 million year over year and resulted in a 5.7 percent increase in conversion rate.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER

ADOBE MARKETING CLOUD

About Capgemini

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