Customer Engagement Platform for a Leading Automobile Manufacturer - Digital, Technology and Process Transformation

Mindtree created an after sales digital engagement platform which maintains a user database of over 2 million car owners, and helps the client’s sales/marketing team to engage their customers via targeted offers, telematics subscriptions information etc.,
Challenges

- **Limited consumer reach** - Desktop only website was causing drop in traffic from smart device users. This impacted registrations & hampered business for dealers

- **Time to market** - Failure to meet market needs & implement critical features quickly due to the 8 weeks long release cycle

- **Manual Business Processes** - Rollout of Marketing campaigns, Specific Service Offers took around 4 weeks

- **Availability, performance and scalability** - With more than a million visits per month, the system had performance & scalability issues. This impacted customers during safety recalls, marketing campaigns, etc.

- **Limited features with no telematics capabilities** - Legacy system with minimal features related to sign-in, registration & service history.

- **Information security vulnerabilities** - Manual and delayed identification of vulnerabilities

- **Orchestration** - Web service layer was scattered and duplicated across different brands

- **High cost** - Usage of commercial licensed software tools resulted in higher maintenance costs, due to sub-optimal support model provided by multiple vendors

Solution

- **Technology Transformation**: Designed & Developed responsive website for the client. The website provided rich user experience which enabled the client to expand their reach amongst smart device users

- Legacy technology stack assessment was migrated to open source coupled with simplification of architecture

- Rationalization & consolidation of the web service catalogue optimized infrastructure needs. Migrating to Azure and Single identity helped orchestrate between various brands of the client across all consumer apps

- **Agile Transformation**: Deployed 2 weeks sprint with a workable product into Production. Mindtree’s expertise, coach-the-coach approach & test automation helped in implementing smooth Agile Transformation (*Vertical’s first successful Agile implementation*)

- **Cloud transformation & Mindtree’s consulting** on two major architecture design patterns (server less and Elastic Beanstalk) helped achieve zero downtime, high performance, and reduced operational & maintenance cost.

- **End-to-end Consulting**: Consulting to create unified platform for Telematics integration across brands. Integration with service connect system for managing subscriptions

- **Shift-left Operations**: Automated self-help business scenarios and solutions for repetitive service requests. Reduced the number of customer calls. Implemented shift left security, CI/CD, and automated DevSecOps pipeline which helped in early detection of vulnerabilities.
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 300+ 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 18 countries and over 40 offices across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."

Benefits

- **150%** Increase in site traffic
- **50%** Increase in offer click rate
- **130%** Higher transactions per hour
- **0%** Application Downtime
- **75%** Reduction in Time To Market
- **99.95%** Application availability
- **40%** Reduction in cost