



Case study

Improved Customer Experience, Personalized Services for EU-based Energy Major

LTIMindtree leveraged the power of cloud technologies and made realtime information available at the fingertips of end users for an EU-based energy major.

Client

The client is a state-owned Swedish major, who generates power not only in Sweden, but also has a wide presence in countries such as Denmark, Germany, Finland, Netherlands, and the UK.

Challenges

The client was interested in providing personalized content to its end users. They wanted to improve experiences of both B2C and B2B customers by providing such critical data- points as consumption, price, contract renewal, etc, in real- time. They wanted to improve the digital experience by using the latest technologies and connect with the younger generation. They were looking for a solution, which was flexible and scalable using the power of cloud infrastructure and current technologies.

LTIMindtree Solution

LTIMindtree engaged by proposing personalization of content for end users in real time. We developed a platform for global service consumption and as an e-commerce portal for both normal and business users, wherein they can view their energy consumption details, energy price, view invoices, view and renew contracts, etc. The solution deployed content management and customization for omni-channel usage.

The project was developed using the EPiServer CMS (content management system) & Angular JS as front-end. Hosted in Azure Cloud "Platform-as-a-service", the solution provided flexibility and scalability. EPiServer CMS provided the Web Editors facility to modify the website content without IT intervention. It also provided functionalities like Versioning, Multi-Languages, and Personalization.

Business Benefits

- Real-time availability of information to end users, increasing transparency.
- Improved the overall experience of end users while engaging with the client.
- Increased website usability and ensuring relevance amongst non-IT users.
- Scalable solution making the system capable of handling incremental data with increased users.

Technology

Microsoft Azure, ASP, .NET, MVCusing, C#, EPiServer, CMS11.3, SQL, Azure, HTML5, AngularJs, Bootstrap, VisualstudioOnline(DevOps), Azure API Management, MicrosoftBizTalk

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