Case Study

Improved Customer Experience
Encouraging a Healthy Lifestyle for Global Healthcare Provider
Client
Global Healthcare Provider

Challenges
- The client faced difficulty analyzing device usage by their customers.
- There was no platform to analyze sleeping patterns and recommend solutions based on irregularities.
- There was also a lack of centralized content management system to promote product launches globally.

LTI Solution
- LTI developed & managed a mobile solution that tracked sleep, heart rate and room conditions.
- It allowed for smartphones to be connected with a bedside device, which would track sleep and provide guidance to improve sleeping patterns.
- LTI developed an e-Commerce platform for the client, for increased reach to their products and services.
- It provided web content management services, including support, enhancement and product launches on client websites globally, across multilingual scenarios.

Business Benefits Delivered
- Up to 30% increase in site visits on e-Commerce platform across the globe.
- Close to 66% increase in the speed of site rollouts.
- Improved sleep patterns, with an average of 45 minutes of improved sleep.

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