



Let's Solve

Case Study

Increased Customer Base
and Retention for Leading
Human Resource Consulting
Company



A Larsen & Toubro
Group Company

Client

Leading Human Resource Consulting Company

Challenges

- The client experienced a low customer adoption.
- Customers did not have the option to manage or transact via an app.
- A cumbersome UI was leading to customer dropouts.
- There were multiple systems in place, and the client relied on third-party entities to complete business processes.

LTI Solution

- LTI partnered with the client in their digital transformation journey, and helped them build an experience ecosystem using the AEM platform.
- It forged thought partnership with the client on AEM sites rollout, Adobe analytics, and Adobe campaign integration.
- LTI developed multiple websites in different languages, connecting the client and their employees with various LOBs globally.
- In addition to websites, LTI offered B2B, B2C and B2B2C applications for the UK, Ireland and Australia markets.

Business Benefits Delivered

- 115 million people received benefits.
- 50+ countries; multi-geography rollouts.
- 10+ branded websites launched in less than 3 months.
- Social media integration helped increase traffic by approximately 3%.

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 26,000 LTIites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Lntinfotech.com or follow us at [@LTI_Global](https://twitter.com/LTI_Global)