

Driving Consumer-Centric Digital Transformation for a Leading Silicones and Specialty Materials Company



A leading Silicones and Specialty Materials brand with headquarters in New York engaged ITC Infotech to transform its digital platform for consumer engagement. The company operates in seven countries and offers over 100 product categories. It strives to digitally transform its website, creating an immersive consumer experience, enhancing business performance, and ensuring strong data and information security. ITC Infotech partnered with the company to assess the current technology and platforms. They aimed to design and develop roadmaps for integrating advanced technology and analytics platforms to enhance performance. Additionally, they implemented transformation solutions to reduce ownership costs and improve competitiveness.

15% Increase in Lead-to-sales
70% Reduction in call centres

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGES

- Enhancement of Personalized Customer Experience from Product Exploration to Sales
- Improvement of Security Postures
- Increase in competitiveness with Multichannel capabilities
- Performance improvement, ease of use, and immersive user experience for customers

SOLUTION

- Discovery of current processes and gaps identification
- Analysis of technology, systems, and platforms to create enhancement roadmaps
- Implementation of AEM as a Cloud Service
- Integration with B2C and D2C platforms
- Implementation of the Elastic search engine
- Integration with performance analytics tools

RESULTS

- Improved SEO rankings and Organic Traffic
- Streamlined navigation and enhanced user engagement
- Efficient content management via AEM
- Reusable component library for faster future development
- 50% reduction in TCO
- 75% reduction in content delivery time