

EATEL: Modernizing User Experience

Louisiana-based telecommunications company overhauls user experiences with a new website built on Liferay DXP

Summary

EATEL used Liferay DXP to create a new website that provides a modern digital experience for customers, generates leads fed directly into their CRM and supports future customer portal efforts.

eatelbusiness.com

In Brief

INDUSTRY:

Telecommunication

COUNTRY/REGION:

United States

USE CASE:

Public-Facing Website

KEY FEATURES:

Responsive Design, WCM, SSO, Application Display Templates

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The Liferay platform, being a visionary leader in this space, was the right fit for us, especially as it related to our customer portal plans.

Liferay Digital Experience Platform provided the most cost-effective feature set with a purpose developed platform.

Kevin Phillips, Executive Vice President of IT & PMO, EATEL

Challenges

- Overhaul web presence previously based on a limited and outdated CMS
- Create a responsive website focused on great customer experience
- Prepare for a customer portal that improves customer service capabilities

Results



MODERN WEB EXPERIENCE

Users easily find product and service information



CRM INTEGRATION

Website leads funnel directly into back-end systems



FAST LAUNCH

Six-month time span from start to website launch

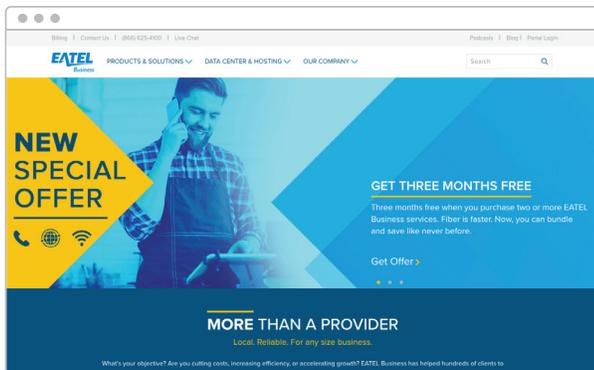


RESPONSIVE DESIGN

Application display templates match unique screen sizes

Building for the Future of Telecommunications

EATEL Business is a Louisiana-based provider of business-technology solutions and telecommunication services, with hundreds of local businesses connected to their fiber internet service. EATEL operates three high-tech data centers in Louisiana, including the state's only Tier III facility, located in Shreveport.



EATEL's vision is to become the regional leader in digital communication and data services for home and business. However, the company's web presence was outdated and hampered by an older content management system (CMS). As such, the team wanted an overhaul for mobile responsiveness and to prepare for a customer portal. EATEL needed a platform that addressed those concerns, allowed for continued growth and provided greater customer service.

"Our Liferay partner Xtivia worked directly with our sales and marketing leadership as well as our IT Dept to quickly assess our needs to deliver a modern, clean, mobile responsive web site for our business customers," said Kevin Phillips, Executive Vice President of IT & PMO at EATEL.

A Six-Month Website Launch

EATEL chose Liferay, which they saw as a visionary leader in this space, as it supported the company's customer portal plans. Also, Liferay DXP was

the most cost-effective feature set with a purpose developed platform while avoiding unnecessary complexities found in competitor offerings. An EATEL cross-functional team worked with Xtivia during the visual design phase and throughout the iterative implementation phases. The process began in December 2016 and the website launched in May 2017.

"Liferay allowed us to roll out a mobile responsive website for EATEL Business with a more modern digital experience and CMS platform," said Phillips. "Liferay also allowed us to generate leads fed directly into our CRM."

EATEL's new website, EatelBusiness.com, uses Liferay DXP to create a modern and beneficial user experience for visitors by helping them quickly and easily find product and service information. This new interface leverages Liferay DXP responsive design and application display templates to meet customer needs. In addition, leads generated through the website are directly funneled into the Salesforce customer relationship management system used by EATEL through integration with Liferay software.

Creating State-of-the-Art Customer Service

EATEL is working on the next phase of their digital transformation, which is focused on building their customer self-service portal. This will integrate Liferay with an iPaaS cloud integration platform for state-of-the-art customer self-service capabilities including the ability to view statements, transactions, existing services, network performance and more. In addition, the portal will provide account registration capabilities, payment system integration, account preference controls and support case management.

The telecom company anticipates a significant improvement in customer satisfaction and operational efficiency because of this next phase.