



CASE STUDY

Enhancing Tele2's Digital
Experience with a Customized
eCommerce Platform

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Whether it's perusing products in store or comparing products online, digital commerce consumers now engage with businesses through a variety of channels.

With this in mind, Tele2 Netherlands, a subsidiary of the Swedish telecom challenger Tele2, wanted to increase customer adoption of its digital channels, to move its sales model and workforce to be entirely digital.

At the same time, Tele2 Netherlands entered a merger with T-Mobile Netherlands, creating a need to transform to an agile and effective organization so that they could quickly respond to the constantly evolving needs of their customers.

PARTNERSHIP OVERVIEW

GOALS

Optimize user experience to increase conversions to sales and reduce cost-to-service

Quick experimenting for optimizing user experience and eCommerce portal

Improved costs of digital delivery and reduced time to market

RESULTS

Reduced lead time on new features

Site traffic increased by 20%, supporting up to 20,000 unique visitors per hour

Order volume increased by 15%

The e-commerce platform that was supported by EPAM is a Winner of DDMA Dutch CRO Awards 2020 (CRO Audience award)

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MAKING TELE2 STAND OUT IN A DUTCH MARKET

Tele2 Netherlands wanted to differentiate itself in the very competitive Dutch market by providing customers with a compelling and clear digital experience offering and superior digital experience, significantly simplifying work of customer-facing employees and reducing time-to-market and cost of digital delivery at the same time. By implementing these changes, Tele2 could increase its revenue by upselling and cross-selling personalized products and services that meet

customer demands and reduce the cost-to-sell and cost-to-service simultaneously. Speed of change and quality of execution were defined as key to success of this project.

One of the key ambitions to drive the revenue from digital channels was the ability to quickly run experiments for optimizing user experience on the eCommerce portal, in order to increase the conversion rate.

GROWING SALES WITH A CUSTOMIZED ECOMMERCE PLATFORM

Tele2 entrusted EPAM with building new sales channels on Magento, a highly customized product model that was integrated with Tele2's legacy applications. EPAM's end-to-end product teams provided a solution which included:

- Design, implementation and support of Tele2's eCommerce solution,
- Creation of an API layer to allow cloudification
- Availability improvement by applying engineering excellence practices
- Development of eCommerce features; search, product info, subscriptions, bundles and promotions.
- Integration with Tele2's application landscape, covering 14 business applications and the configuration of new value propositions for competitive consumer offerings
- Enablement of UI experiments to sales
- Support of the product release cycle

Tech Stack:

- Magento Commerce
- PHP
- Nginx
- ElasticSearch
- Redis
- HTML5
- CSS3
- Knockout.js
- jQuery
- React.js
- varnish
- MySQL

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AN ENHANCED ECOMMERCE PLATFORM WITH HARMONIZED BUSINESS FEATURES AND SEAMLESS USER EXPERIENCE

EPAM developed the new sales channels on Adobe Magento, a highly-customized product model that was integrated with Tele2's legacy applications. This new sales model opened up the business capabilities to have continuous product improvements and drive services and products to the market in a significantly shorter lead time – which was also supported by the new agile organization model.

Data-driven insights were incorporated throughout the full customer journey, in order to drive personalization and in turn increase monetization opportunities. EPAM's team of experts worked to develop a scalable application with modular architecture and an API layer to allow cloudification and to promote headless eCommerce. The maintainability across the sites was all enhanced due to decoupled service architecture. The new value propositions and campaigns helped to attract new customers and encouraged loyalty.

By working with EPAM, Tele2 was able to deploy an A/B testing approach to web-shop needs, leading to the following benefits:



**IMPROVED CONTENT
ENGAGEMENT**



**REDUCED BOUNCE
RATES**



**INCREASED
CONVERSION RATES**



INCREASED SALES

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Well-developed A/B tests provided Tele2 with the necessary data to learn about the behavior of existing customers and new customers through this validation. With this case, Tele2 managed to win the most online votes in DDMA Dutch CRO Awards 2020 (CRO Audience award).

By implementing these customer experience improvements, Tele2 was able to exceed customer expectations and empower customers to manage their digital journeys with ease. EPAM helped Tele2 to undergo a transformation of its service offerings and continues to help the business bring continuous product updates to the market. The implementation of the new seamless digital customer journeys allowed Tele2 Netherlands to totally reinvent its business model and move its workforce from traditional brick and mortar stores to a digital sales model.



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ABOUT TELE2

Tele2's vision is to be the smartest telco in the world, creating a society of unlimited possibilities. Ever since Tele2 was founded in 1993, we have continued to challenge prevailing norms and dusty monopolies. Today, our award-winning networks enable mobile and fixed connectivity, telephony, data network services, TV, streaming and global IoT solutions for millions of customers. We drive growth through customer satisfaction and smart combined offerings. Tele2 has been listed on Nasdaq Stockholm since 1996. In 2019, Tele2 generated revenue of SEK 28 billion and reported an underlying EBITDA of SEK 9 billion. For latest news and definitions of measures, please see our homepage www.tele2.com.

The merger between Tele2 NL and T-Mobile NL was announced on December 15, 2017, and had gone through a regulatory process, including approval by the European Commission without conditions. Tele2 NL and Deutsche Telekom signed the agreement which completed the merger on January 2, 2019. Following the completion of the merger, Tele2 owns 25 percent of the enlarged T-Mobile NL and Deutsche Telekom owns 75 percent.

ABOUT EPAM SYSTEMS

Since 1993, EPAM Systems, Inc. (NYSE: EPAM) has leveraged its software engineering expertise to become a leading global product development, digital platform engineering, and top digital and product design agency. Through its 'Engineering DNA' and innovative strategy, consulting, and design capabilities, EPAM works in collaboration with its customers to deliver next-gen solutions that turn complex business challenges into real business outcomes. EPAM's global teams serve customers in more than 30 countries across North America, Europe, Asia and Australia. As a recognized market leader in multiple categories among top global independent research agencies, EPAM was one of only four technology companies to appear on Forbes 25 Fastest Growing Public Tech Companies list every year of publication since 2013 and was the only IT services company featured on Fortune's 100 Fastest-Growing Companies list of 2019.

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