Charter Global

CASE STUDY — Ecommerce Solution Fleet

Fleet telematics systems client

Global telematics systems leader takes ecommerce strategy to next level with PURL microsite

About the Client

The client is a global leader in fleet and mobile resource management, providing professional services and agnostic technologies to power connected-vehicle products. The company's fleet and mobile resource management services help organizations of all sizes increase efficiency, safety and accountability.The company's billing platform allows for billing by subscription, pre-paid services, and pay-per-use services in real-time or batch mode.

The Challenge

The company used an agent ordering interface to process customer orders, but it lacked a customer facing website. Customers could not review products and place online orders. The marketing team also needed an online presence and an ordering system that would serve as a proactive marketing tool. This would allow them to segment and reach customers through targeted email campaigns to upsell product bundles to existing subscribers and increase the customer base.

A content management/authoring system was also needed which would allow them to change content in production systems without having to implement a complete software release cycle. They required the system to integrate with existing single sign on, Siebel CRM, order orchestration, and notification, and it needed to provide a complete checkout process for customers.

Solution

A Continuous Delivery Toolset and Data Exchange Application

The client selected Charter Global to provide solutions that would meet the marketing team needs, as well as provide an online solution for ecommerce transactions with its customers. Charter Global focused on building a self-service tool with Magnolia CMS, an open source, java-based web content management system, along with the Konakart ecommerce system. Magnolia CMS would allow the marketing team to set up and build pages, create ordering flow, and author content.

A customized enterprise edition of the Konakart ecommerce system was implemented to provide capabilities to manage products/catalogs, orders, and notifications. The Charter Global team provided business logic that would check customers' eligibility for the offered product, collect subscriber and billing information, capture and transfer customer orders to the order orchestration system, and send out notifications to customers on their orders.

The Charter Global team also developed and deployed a PURL microsite, utilizing a unique, personalized url that could be used for marketing campaigns. The PURL would send recipients to a personalized landing page or microsite with customized content. It would also allow the marketing team to easily track results and details of campaign responses on a one-to-one basis using Google Analytics.

Results

The implementation of the PURL microsite enabled the marketing team to segment the customer base, create and launch strategic marketing campaigns, and reach customers directly through PURLs. Marketing captured thousands of customer orders and were able to track order activity. With the ability to manage product catalogs, descriptions, pricing and more, the marketing team was able to offer bundled products to increase customer subscription and revenue.

The Magnolia CSM's 4-eye workflow allowed the team to approve and publish changes to the microsite content in real time. And the data collected in the analytics tool provides details on customer trends, which can be used to improve their marketing strategy.

Why Charter Global

• Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
• Developed a portfolio of over 100 successful project implementations.
• Nearly 1000 full-time IT professionals support client projects.
• Established customer base of Fortune1000 industry leaders.
• Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
• Active database of nearly 2M consultants.
• Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.