ValueLabs

Adapting to the market: Modernizing a global TV provider for enhanced experience.

Talk to us

Geo location	Platform	Engagement	Industry	Service
Europe	**Web**	**ETM**	**Media & Entertainment**	**Software Development, User Experience, Data**

Challenges

Our client, a Luxembourg-based television provider serving approximately three million customers across eight countries, was challenged by the complexities of its ecosystem, consisting of 8+ brands each with distinct business rules and components. Maintaining this system and pursuing new projects required a highly adaptive and scalable workforce. The absence of content approval support in their existing CMS also caused significant delays in publishing content to production websites.

Complex ecosystem	CMS performance issues	Content editing bugs	Outdated technology

- Buggy content editing and synchronization caused concerns with efficiency
- The absence of content approval support led to delays in publishing
- Manual reports regularly lacked historical analysis and were prone to human error
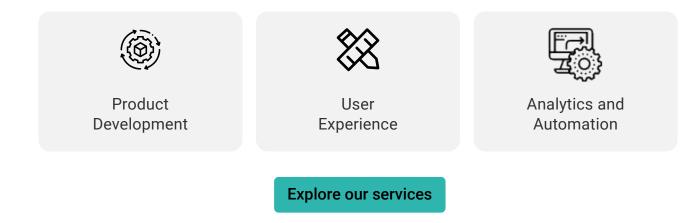- Top-heavy CMS was underutilized, causing performance problems

Our Solution

ValueLabs partnered with our client over five years to provide comprehensive services, including architecture design, product development, analytics, process automation, DevOps, deployment, and customer support. UX research was conducted to address challenges and pain points through data analysis, customer surveys, and brand manager interviews. Reporting schedules and notifications, data tracking, and a reporting layer were also introduced to meet business requirements. The team analyzed the old CRM system and identified the integrations and interactions between components.

Solution Impact

50%	**20+**	**40%**
Reduction	**Projects**	**Faster**
In initial application load time	Delivered with a quick turnaround time	Customer and brand onboarding

Our Approach

Analyzed access points for the CRM

Conducted data migration & website integration

Initiated conversations to understand client needs

Modernized reporting & migrated to Tableau

Enhanced reports with SSRS

Redesigned UX based on data

Services Involved

Product
Development

User
Experience

Analytics and
Automation

Explore our services

Product Development

Improved website efficiency with faster load times, increased content, reduced costs, and higher SEO ranking

ValueLabs took a comprehensive approach to its client's technology needs by providing end-to-end services that are tailored to meet the unique requirements of the client. We onboarded a team of experts, including a Project Manager, Business Analyst, Developers, Testers, and a DevOps team, to work exclusively on the client's behalf. This approach enabled us to streamline communication and improve collaboration, resulting in the successful delivery of 20 technology projects for the client in 2020.

The client was facing various problems with its previous CMS solution, including difficulty in publishing and updating content, slow website loading times, and various internal delays and frustrations. After conducting an internal review, ValueLabs recommended a migration to Umbraco, an open-source CMS that would improve performance, reduce costs, and enhance security.

The migration resulted in significant improvements for the client, including faster page response times, swifter application load times, easier content management, reduced licensing costs, and improved security and Google ranking.

User Experience

Streamlined payment processes and improved cart conversions with multi-channel design

One of the major challenges faced by the client was its outdated payment system. The three-step process of being redirected from the site to the payment portal and then to the bank website resulted in a lot of customer drop-off and low checkout completion rates. To address this, ValueLabs conducted in-depth UX research and redesigned the checkout flow using the Adyen payment platform. This allowed payments to take place in-app on desktop, mobile, or smart TVs, resulting in a seamless and unified experience across multiple client brands and improved checkout conversion rates.

In addition to the payment system, ValueLabs also executed a complete redesign of the client's website and mobile experience after analytics highlighted a problem with customer engagement. Through user research and experimentation, ValueLabs designed a consistent and personalized user experience that improved content relevance and prolonged user engagement. As a result, the client won both the Muse GOLD and Vega PLATINUM industry awards for their improved UX work. These projects highlight the impact that ValueLabs has had on the client over the last five years and the difference between things working and things working optimally.

Analytics and Automation

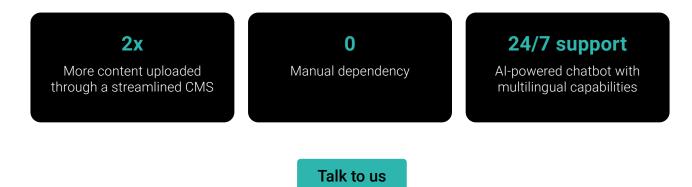**Optimized reporting through automation, faster delivery and eliminating formatting errors**

To support the client's goal of leveraging customer data to drive business insights, ValueLabs stepped in to help. The client's analytics team was facing difficulties in extracting meaningful insights from their data, and ValueLabs was able to address this challenge by assembling a dedicated team of experts to work on the client's behalf. The team included a project manager, business analyst, developers, testers, and a DevOps team, who worked to streamline communication and improve collaboration. As a result, ValueLabs was able to deliver 20 successful technology projects for the client in 2020.

One of the key initiatives was the modernization of the client's reporting system. The manual reporting was migrated to a web-based Tableau portal, providing easy access to current and historical data and key performance metrics of the CRM data. This not only reduced the manual effort required but also gave the client a more comprehensive view of their customers. Additionally, ValueLabs modernized the client's legacy Crystal reports, delivering enhanced reports through SSRS that could be easily accessed through a web URL.

The updated analytics capabilities allowed the client to gain a better understanding of its customers, including the fact that they were spending a lot of time on irrelevant content. To address this issue, ValueLabs designed a new UX that made it easier for users to find content that was more relevant to them.
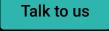
Business Impact

We worked closely with the client to revamp the website with modern CMS, streamlined customer experience, converted data into actionable insights, and automated 24/7 self-service with AI chatbots. Our team's flexible deployment methods resulted in streamlined processes and reduced time to market, nearly doubling the number of deployments in a month.

2x	**0**	**24/7 support**
More content uploaded through a streamlined CMS	Manual dependency	AI-powered chatbot with multilingual capabilities

Talk to us

Optimizing migration and integration with a new CRM system

Talk to us

Challenges

Our client's complex ecosystem of 8+ brands, each with unique rules and components, demanded a flexible and scalable team. Their outdated CMS led to various problems, including difficulty in publishing and updating content, slow website loading times, and various internal delays and frustrations.

Outdated technology	Slow application load time	CMS performance issues	Expensive license cost

- The previous CMS caused issues in publishing/updating content, slow website loading times, and internal frustrations
- A complex ecosystem with 8+ brands in different locations, each having unique rules and components
- Need for a flexible and scalable team to maintain and deliver new projects
- Slow website speed and poor internal process

Our Solution

We provided a cost-effective, high-performance Umbraco-based solution that migrated legacy websites and improved security. Customized features were tailored to the client's needs and ESB connectivity issues were addressed. We established an office in Romania to create a hybrid delivery model, which improved cultural integration and efficiency, and provided 24/7 support.

Solution Impact

20+	**50%**	**2x**
Projects delivered	**Faster load times**	**More content uploaded**
With increased security and lower licensing cost	Accelerating the overall performance	With more features and updates

Our Approach

We analyzed all access points of the old CRM system and identified integrations and interactions between components. A facade was developed over the new CRM system to communicate through APIs. We managed data migration from the legacy system and integrated the new system with websites. Custom components were built to replace unavailable customizations in the new CRM system, and asynchronous solutions were created to capture and update shipping order statuses in the new CRM system.

Evolving as a strategic partner by taking end-to-end ownership

ValueLabs has simplified complex project management by providing end-to-end solutions including a project manager, business analyst, development team, test team, and DevOps team. This has improved project speed and quality through better communication and collaboration. A dedicated technical architect, project manager, and development and testing leads oversee constant improvements to technology and processes, resulting in project growth and higher customer satisfaction.

Enhanced performance through Legacy System Modernization

ValueLabs suggested and implemented an Umbraco CMS-based solution to migrate eight legacy websites from Ektron, improving page response times and increasing conversion rates. The solution provided low-cost, high-performing applications with enhanced security and customized features to meet business needs. We added a security layer to Umbraco's default module and resolved performance issues with ESB connectivity. Our team used ASP.NET Identity for enhanced security and external authentication provider options. Flexible deployment methods doubled the frequency of deployments, and SEO-friendly features improved Google rankings. The migration saved significant licensing costs.

Streamlining Migration and Integration with the new CRM System

To optimize the complex process of migrating and integrating a new CRM system, we conducted a thorough analysis of the old system and identified all access points, integrations, and interactions. Our experts developed a facade for communication with the new CRM through APIs. ValueLabs played a critical role in migrating data and integrating the new system with websites.

We built custom components to compensate for unavailable customizations, and asynchronous solutions were prepared to capture shipping order statuses. The result was a 40% reduction in onboarding time, thanks to the new CRM system's scalability and maintainability. The web interface facilitated configuring rules and validating accurate actions. We created a reusable ICX service that reduced code duplications and increased deployment flexibility. Overall, the process optimized the migration and integration of the new CRM system.

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Business Impact

Our team helped the multinational TV provider improve their web interface by simplifying the content configuration and ensuring accuracy. We created a reusable ICX activity service to reduce code duplication and increase deployment flexibility. Our efforts improved the reports, reduced execution time, and enabled accessibility through the SSRS web URL. The flexible deployment methods doubled deployment frequency, saving significant licensing costs by migrating from Ektron to Umbraco.

40% Reduction in onboarding time	50% Reduction in initial load time of application	Improved SEO ranking
Accuracy in panel-level damage detection	Less time spent processing claims	Claims per minute on average as end-to-end solution deployed on AWS with robust inference pipelines

Talk to us

Improved checkout conversions and increased engagement through award-winning UX redesignt

Talk to us

Challenges

Our client struggled with low checkout completion and high abandonment rates, necessitating UX research and flow redesign for various device types.

Abandoned checkouts	Poor user experience	UX research	Flow redesign

- Low checkout completion rates, with less than 1% of customers finishing the process
- Poor user experience with unnecessary barriers in the checkout flow leading to abandonment
- Lack of research to enable identification of the reasons for high customer abandonment
- Low conversion rates across desktop, mobile, and Smart TV applications

Our Solution

The client's checkout process had a low conversion rate, resulting in the need for optimization. Our team improved the checkout process for different subscription types and devices with a thorough analysis. This increased conversion rates and reduced customer support calls related to login and account creation issues. The team also unified the checkout flow and design across all the client's brands in eight countries with individual websites.

- Conducted extensive UX research, including analyzing Google Analytics and conducting surveys and interviews with brand managers from all countries
- Used literature research to identify market insights and future trends
- Redesigned checkout flow for desktop, mobile, and Smart TV using wireframes and high-fidelity mockups
- Simplified Smart TV checkout by sending an SMS with a link to sign up and complete checkout on mobile browsers

Solution Impact

Improved customer conversion rate	**Reduction in support calls**	**Optimized the experience**
With increased checkouts	For login/account issues	For subscription type and device

Research

ValueLabs redesigned the client's outdated payment system to improve conversions and create a seamless checkout experience using the Adyen payment platform, resulting in an increased checkout conversion rate and better customer engagement.

- Conducted in-depth UX research to identify the challenges and pain points in the client's payment system
- Redesigned the checkout flow using the Adyen payment platform, allowing payments to take place in-app, resulting in fewer cart abandonments and increased customer engagement
- Provided a consistent and personalized user experience across all client brands, each with its own website, leading to improved customer satisfaction

Streamlining payments for millions of customers with enhanced user experience

Our team conducted in-depth UX research to optimize the checkout experience and improve customer conversion rates for the client. We redesigned the checkout funnel flow for desktop, mobile, and Smart TV applications, unifying the flow and design across all brands. By introducing a flow where users receive an SMS with a link to sign-up, we removed the checkout form from the Smart TV application. Customers were then able to complete the mobile browser checkout process by clicking the SMS hyperlink. The result was an optimized checkout process for mobile devices and Smart TVs, a simplified funnel, improved customer conversion, and reduced checkout abandonment rate. The personalized user experience helped users find relevant content quickly and stay online for longer periods.

Business Impact

Our redesigned solution improved the client's checkout conversions with a seamless payment experience on multiple devices. Additionally, it increased customer engagement through website and mobile redesign. The UX work ValueLabs has undertaken for our client has seen the company win the Muse GOLD and Vega PLATINUM industry awards, highlighting its design approach's effectiveness and ability to deliver high-quality user experiences.

Optimized check-out	Improved customer conversion rate	Reduced check-out abandonment rate
For mobile devices and SmartTVs	By simplifying the check-out funnel	By enhancing user experience

Talk to us

Transforming customer data into valuable business insights

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Challenges

The client struggled to use their customer data effectively as the analytics team only collected basic information, making it hard to identify discernable patterns. The reporting system was outdated and manual, causing delays, while the legacy Crystal reports had slow reporting times and formatting issues. Users spent a lot of time scrolling through irrelevant content, a significant concern for any streaming service.

Limited information	Outdated reporting	Slow reporting times	Irrelevant recommendations

- Inadequate customer data insights due to gaps in basic information capture by the analytics team
- Outdated and manual reporting resulting in a significant time and effort
- Slow reporting times and formatting issues in the legacy Crystal reports
- Irrelevant content recommendations leading to prolonged scrolling for users

Our Solution

The solutions offered to the client were turning their basic customer data into valuable information through easy-to-use dashboards, modernizing and migrating their outdated manual reporting to a web-based Tableau portal, and delivering enhanced reports through SSRS. ValueLabs also redesigned the client's entire UX to recommend more appropriate content to users.

Solution Impact

Improved	**50%**	**Zero**
Execution time of the report	**Faster load times**	**Manual dependency**
By eliminating format issues	For enhanced website performance	By automating processes to save time

Our Approach

We had in-depth conversations and held workshops with the multinational TV provider to understand their challenges and needs. ValueLabs then modernized and migrated the client's reporting system to a web-based Tableau portal and enhanced their reports through SSRS, eliminating formatting issues and improving reporting times. We also redesigned the entire UX and ensured that it recommended more relevant content to users based on insights from the data.

Enhancing Data Analysis: Migrating from Manual to Web-Based Tableau Reports

The existing manual reports were not feasible for analyzing historical data and were prone to mishaps due to manual intervention. This limitation drove us to migrate manual reporting to Tableau. ValueLabs' new web-based Tableau reports offer current and historical data accessibility with key performance measures at a summary and detailed level. The reports also provide insights on new customers, upgrades and downgrades with respect to a product, and customer churn.

Transforming Tableau Reporting with Efficient Data Warehousing

To make Tableau reports possible, we designed an efficient data warehouse in accordance with the CRM system's technical rules and required KPIs. Our team configured the data warehouse to track changes made to existing data from the source system.
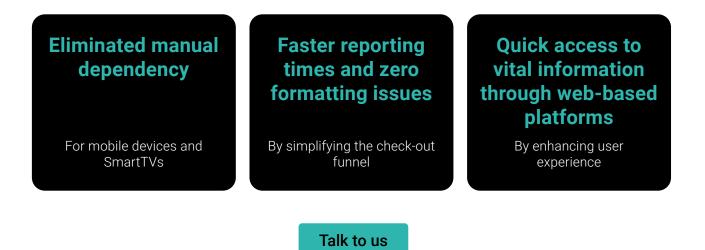
We also developed a reporting layer on top of the data warehouse, following a particular brand's business rules to serve the requirements of reports. The new data warehouse and reporting layer eliminated manual intervention and provided reports of CRM data with current and historical data.

Optimizing Business Intelligence with Enhanced Data Visualization

ValueLabs helped our client migrate from Crystal reports to enhanced reports through SSRS to address challenges faced by business users, including format issues and long extraction times. Our solution involved converting Crystal reports techniques to SSRS design, introducing report schedules and notifications, and adding features for data selection. As a result, SSRS reports are now designed with proper formats, execution time has been reduced, and accessing required data is much easier through the SSRS web URL. Additionally, these reports are scalable for other brands. Multiple users can now access the reports, and the report quality has been enhanced while also improving the execution time.

Business Impact

The solutions offered by ValueLabs increased productivity and efficiency by streamlining widespread access to reports. This resulted in improved decision-making capabilities with the availability of accurate and timely reports. Additionally, the insights provided on customer churn, new customers, upgrades, and downgrades have led to increased customer retention and revenue. Overall, the availability of comprehensive and accurate reports has significantly improved the business performance.

Eliminated manual dependency	**Faster reporting times and zero formatting issues**	**Quick access to vital information through web-based platforms**
For mobile devices and SmartTVs	By simplifying the check-out funnel	By enhancing user experience

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