

Case Study

Digital Experience Services Help a Home Repair Group of Companies to Boost Sales by 20%



Customer Overview

Customer

A national leader in home maintenance, repair, and replacement services in the US

Profile

The consumer services group offers a range of home repair, replacement, and maintenance services specializing in heating, ventilation, air conditioning (HVAC), plumbing, and electrical services

Industry

Consumer Services

Services

Digital Experience

Business Need

The consumer services group is a roll-up of multiple HVAC, electrical, and plumbing companies across the USA. Each brand goes to market under its own brand and sells individual services based on its location. Each brand was also paying for and supporting a unique set of digital tools across content management, marketing automation, and e-commerce.

- There was no consistency of platforms and most lacked modern marketing tools across experience management, personalization, and measurement.
- Inconsistent digital experiences caused the customer experience to range from moderate to poor.
- There were limited digital skills across the organization. Each brand relied on the individual strength and experience of one or two people per brand.
- There was no sharing of assets, campaign successes, and experience best practices.
- The CMO had no insight into marketing performance across the portfolio of brands.
- The CIO had to manage and support multiple tools and integrations, using multiple development languages, environments, and staffing.

With customer expectations constantly increasing, there was a pressing need to build and deliver a fully digital experience. This was also critical as the group was facing extreme competitive pressure from digital-savvy companies who were eroding their market share.

Approach and Solution

To overcome challenges and meet business needs, Synoptek performed 4 streams of work:

1. Digital Strategy

- Current state assessment
 - Customer and industry research
 - Competitive analysis
 - Innovation opportunities across new categories, products, and solutions
- Vision and goals
- Strategy development
- Digital Experience Platform (DXP) comparison between Adobe, Sitecore, and Aquia.
- Business case development
- Roadmap

2. Platform Buildout

- Selection of Adobe Experience Manager (AEM)
- Design and deployment of a reference website for the first brand
- Deployment of the CMS, DAM, personalization, A/B testing, and marketing automation with Adobe.

3. Digital Operations Setup

- Set up a digital marketing center of excellence (COE) for marketing and platform support

4. Change Management

- Performed change management and communications support



Business Benefits

With Synoptek's Digital Experience support, the consumer services group now relies on a single platform that is used by multiple brands. With one license fee and centralized support, it can:

- Improve marketing performance and digital operations through the creation of a Digital COE.
- Enable easy sharing of content and assets across brands, leading to a consistent and seamless digital experience for customers.
- Enjoy a 20% increase in sales via digital appointments along with significant cost savings from the centralization of content and campaign development.
- Leverage a scalable and secure platform that allows for continuous growth and rapid onboarding of new companies.

About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.