

Case Study

**New Digital  
Experience  
Platform delivers  
3X growth in  
online sales,  
50% in cost  
savings.**



## The Client

The world's leading producer of infant formula and child nutrition has a primary goal of helping kids get the best start in life by offering innovative goods that support healthy growth and development from the prenatal stage through childhood. The company offers pediatricians' highest-rated brand of baby formula and supplemental nutrition products.

Driven by a new generation of parents and health care providers, the client sought to provide a more robust digital experience that addressed concerns for ensuring proper nutrition, avoiding allergens, and accommodating special dietary needs. In addition, the client needed to keep pace with a growing and changing market, meet customer expectations, and to outperform its competitors.

# Fragmented digital environment

Our client is a globally recognized authority on early childhood nutrition and operates dozens of brand websites in English and Spanish that focus on the individual information needs of new moms, parents of young children, health care providers, and educators. In addition to offering nutritional guidance, the company needed to also incorporate product information and give consumers a way to purchase products directly from the website.

## The disparate sites presented a number of challenges for the company, including:



Expensive, difficult and time-consuming maintenance



Limited ability to localize content



Poor coding and UX/UI leading to slow site load speeds and poor user experience



Outdated security protocols and loopholes



No optimization techniques to properly monitor traffic and support marketing effectiveness



# The Goals

- Become a digitally connected company capable of providing consumers and health care professionals with a positive and seamless digital experience across desktop and mobile applications.
- Educate website visitors about the company's products while developing a deeper understanding of its market, customers, and health care professionals.
- Improve site architecture, security and efficiency by employing a best practices approach to web development and deployment.

## Building a Unified Digital Platform to Serve 40+ global markets

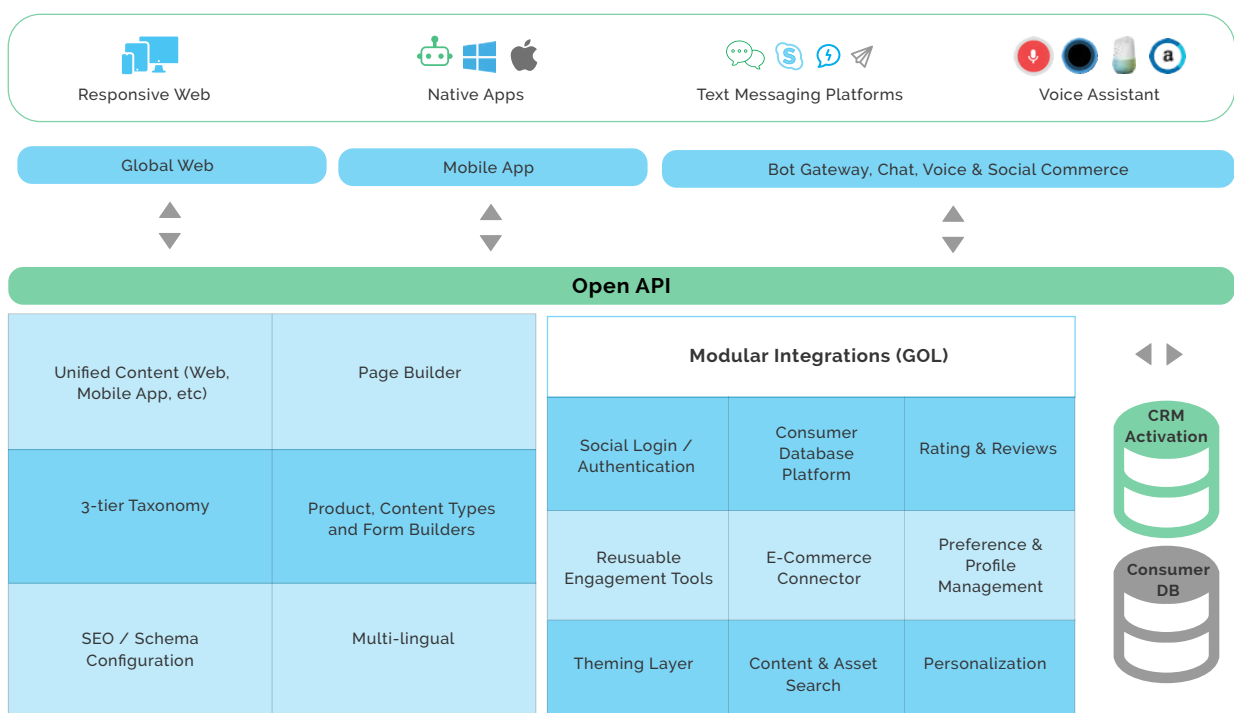
The Ameex team leveraged its unmatched knowledge of the retail and consumer packaged goods industries to guide the client towards a more innovative, manageable, and user-friendly platform. By implementing a state-of-the-art multi-site architecture, the team was able to develop a highly flexible, yet standard website that delivers a rich user experience that could also be replicated across over 40 market sites.



Ameex implemented essential features and functions into the new platform including:

- Integration between CMS and ecommerce solution, enabling unified backend processes and management
- Artificial Intelligence, machine learning and NLP enabled chatbot capable of engaging users 24/7
- Agile localization and 100% personalization for registered users and new visitors, with ability to rapidly promote most recent and relevant content
- Highly optimized design with real-time tracking to better engage users at every stage of the customer journey
- Scalable, secure architecture that enables easier updates, upgrades, and faster time to market
- Marketing-friendly structure empowering A/B testing, retargeting, SEO, and UTM tagging

## High Level Architecture



# Driving Transforming across Digital, IT, Marketing & Other Business users

Ameex played an important role by partnering with each stakeholders and address their challenges

## Digital & IT Operations

### Challenges

- Inflexible technology stack and development processes
- Rising costs due to distributed teams managing multi-national web and mobile properties
- Website security risks and performance issues
- Poor integration with internal and external business systems
- Delays in time-to-market/localization



### Solutions

- A scalable and flexible Global Web Template (GWT) with localization features was introduced thereby reducing time-to-market and maintenance cost
- Developed a vision for digital roadmap and implemented outcome-based delivery models
- Customer journey orchestration with CMS at the core across the web, mobile app, deep integration and e-commerce, content and commerce-driven personalization, chatbots, AI, and IoT
- Database optimization, security audits and upgrades

# Marketing & Brand Teams

## Challenges

- Lack of web governance leading to brand inconsistencies and rising localization costs
- Disconnected customer experience due to data and systems silos
- Poor user experience affected engagement and conversion rates
- Complex content authoring and different workflows resulted in increased time to market
- Lack of analytics data to measure marketing effectiveness



## Solutions

- Our global web governance framework helped in centralized branding, increased asset reusability and at the same time empowered local teams with sufficient autonomy to shape their digital requirements
- Mapping customer journey using digital analytics to provide omni-channel experience
- Improved user interface resulted in better online customer experience
- Artificial Intelligence, machine learning and NLP enabled chatbot capable of engaging users 24/7
- Scalable, flexible architecture that enabled easy content authoring and workflow automation
- Implemented web analytics KPIs to measure and monitor marketing effectiveness

# Business Users

## Challenges

- Lack of top-level visibility across web properties
- Lack of timely, complete and accurate insights to make informed decisions
- Low website traffic
- Reduced conversion rate
- Stagnant online sales



## Solutions

- Implemented and deployed visualization and data analytics enabling decision makers to quickly turn data into actionable information
- Established a solid global governance structure that improved website traffic and conversions
- Implemented direct-to-customer model that increased online sales, enabled deep understanding of their consumers and ensure better control of their brand



## Other outcome delivered

**3X**

Increased online sales revenue by 3X and average order value by 60%

**190%**

Site performance up by 190%

**50%**

50% reduction in maintenance costs with 100% reusable code

**Customer Satisfaction**

Significant increase in customer satisfaction

**20%**

20% reduction in help desk tickets

**7%**

7% uptick in visitor conversion





We look forward to  
hearing from you.



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**Other Locations**

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