



Softtek[®]

CASE STUDY / HOSPITALITY

Enabling a Customer-Centric Digital Transformation for one of the Largest Cinema Chains in the World

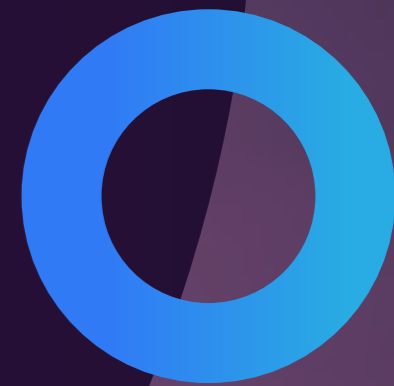
Softtek deploys Agile teams to standardize digital services and operations, increasing customer loyalty and satisfaction.



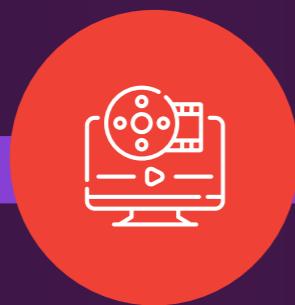


About the customer

One of the largest cinema chains in the world.



Operations in
18 countries



6K+
screens



27,000
employees



300M+
attendance across
available screens



Our Digital Transformation allowed us to optimize IT expenses, and improve efficiency through automation. It will enable new types of innovation and creativity within our company.

Chief Information Officer





Business challenges

Our client needed to boost profitable growth through enhanced IT ecosystems by executing a customer-centric business strategy. They needed a reliable partner who was able to standardize and optimize their IT global operations to be scalable and aligned with corporate goals.

1

lack of standardized service on digital sales platform causing customer turnover.

2

Enhancing customer experience through current platforms was complicated and highly expensive.

3

The cost of digital ecosystem maintenance & operation was very high as different platform versions were in use in each country.

How Softtek comes into play

Softtek was engaged as a strategic partner to develop a diagnosis of the current state of the client's technological capabilities, and successfully enable its IT environment with Agile methodologies to accommodate the rapid adoption of new technologies in response to business needs.

Implemented a Digitized Governance Model, as well as Enterprise Agile Development for reliable APIs and microservices.

Deployed 360° Customer Experience digital solution

- Implemented a standardized platform with specific customization per country to reduce the cost of operation and innovation
- UX/UI rewrite

Re-architected technological environments

- Developed reliable APIs
- Rewrote and managed the product catalog
- Articulated a Devops model
- Re-architected & developed a new Backoffice





Business impact



Softtek delivered a seamless customer experience throughout omni-channel sales touchpoints, resulting in a significant increase in digital transactions across sales platforms and an overwhelmingly positive response from customers on social media.

5.6M

Digital transactions, doubling sales through mobile app (in all countries where implemented).

7x

Increase in kiosk sales.

3x

Increase in credit card sales.

80%

Positive conversations on social networks achieved, as revealed by sentiment analysis.

20%+

customer retention increase by reducing system logs



ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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