



CASE STUDY / HIGH TECH

Telecom Leader Revamps & Modernizes Customer Experience through Platform Digitization

Softtek increases revenue from prepaid business by optimizing IT infrastructure and applications.



About the customer

One of the largest wireless network operators in the United States.



\$40 B+
in revenue.



8M+
subscribers.



4,000+
Stores.



28,000+
employees.



Softtek

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Business challenges

Our client needed to enhance digital customer experience in order to accelerate new sales in the short-term and reduce overall customer churn.

1

Expedite time to market for new products and services.

2

Reduce costs related to business operations.

3

Higher churn rates due to the lack of agility implementing marketing initiatives.

4

Migrate to a platform that enables new functionalities in a fast and easy manner.

5

Lack of coordination between different IT and business units.



How Softtek comes into play

Using AWS services, Softtek revamped the client's eCommerce platform, taking advantage of technologies such as CloudFormation, CodeCommit, RDS, ECS. While automating reporting and auto-heal processes with Lambdas in conjunction with other services like DynamoDB and Step Functions.

Developed innovative customer experience

strategies to decrease churn and attract new clients.

Designed, built, and implemented digital platforms to provide an effective customer experience.

Implemented an automation-first focus that reflects constant savings for the client.

Optimized cloud platform operation to partner with AWS and fulfill business needs.

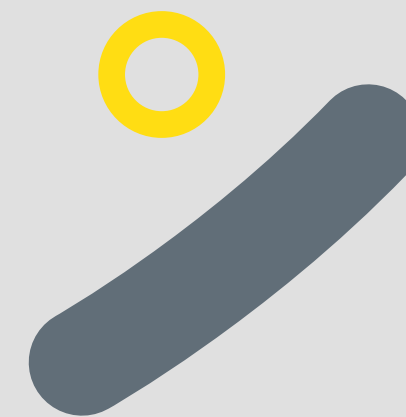


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Business impact



Infrastructure
downtime reduced
to zero.



99.9% platform
availability allows
for **production
deployment time
of 12 minutes** per
iteration.



**25% customer
database growth**
and a vital
decrease in churn
rates.



**10% savings
on cloud**
infrastructure
related costs.



IT operations
cost reduction.





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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