Liferay

Customer Portal: creare esperienze self-service

Lorenzo Carbone - Sales Engineer

Founded in 2004 at Diamond Bar, California, Liferay is a global company

24 offices in 19 locations

+ 1.500 enterprise customers

+ 250 partners in 40 countries
+ 150 in EMEA

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Liferay is a **Leader** for the **Eleventh Time** in the Gartner Magic Quadrant for **Digital Experience Platforms**

Figure 1: Magic Quadrant for Digital Experience Platforms

Source: Gartner (January 2021)

Liferay: Endless Solutions

Dealer & Agent Portal

Self Service Customer Portal

B2B Business Portal

Commerce B2B, B2C

Collaboration Portal

Integration Platform (BI, IoT)

Digital Workplace & Intranet

Analytics

What is Self Service?

Digital experiences that **empower users** with the tools to **find the information they need** and have a better experience with the product or service, **without the assistance of a service rep**

Impact of Challenges

Challenges organizations face today:

1 **HIGH CALL VOLUME**
Simplification, automation, and cost of interactions

2 ISPARATE DATA
Service gaps brought on by system silos

3 NCONSISTENT INFORMATION
Meeting customer expectations and increasing satisfaction

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Self-service experiences are spread across multiple touchpoints, making it difficult to manage.

81%
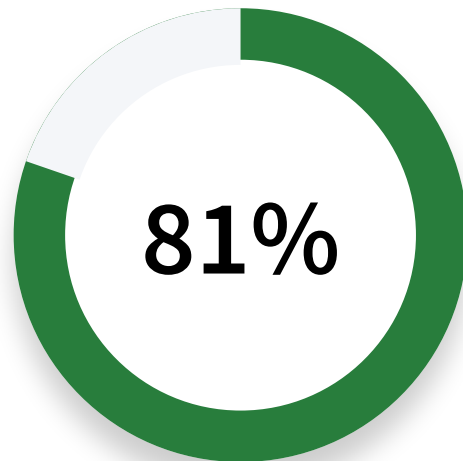
In 2019, 81% of customers **tried to solve** problems **before** contacting a rep

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Many companies struggle to deliver efficiency, meaning customers aren't supported when trying to solve their own issues.

48%
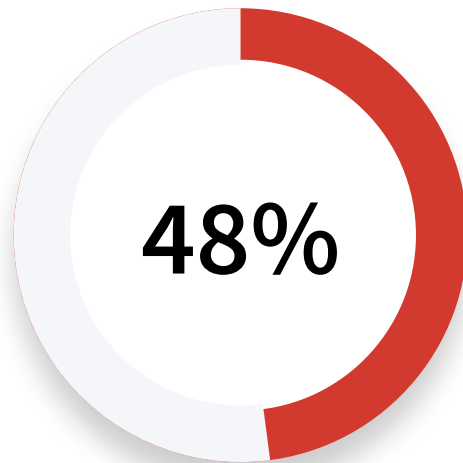
Only 48% of a company's customer service interactions **started with self-service** in 2019

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What it means for you

✓ **Decrease costs**

✓ **Increase high value interactions**

✓ **Shift your business to modern experiences**

CUSTOMER PORTALS

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Reduce Calls

Empower customers

Surface relevant information

Deliver self-service functionality

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Results

Better User Experience

Intuitive user interface makes it easier for customers to use the self-care portal.

4x Increase in Website Traffic

The improved user experience and self-service tools brought in more website traffic and users.

5x Increase in Customer Sign-ups

Customers can now onboard themselves in 10 minutes compared to hours or days with other service providers.

7x Increase in Monthly Revenue

The steady rate of new customers also means revenue growth.
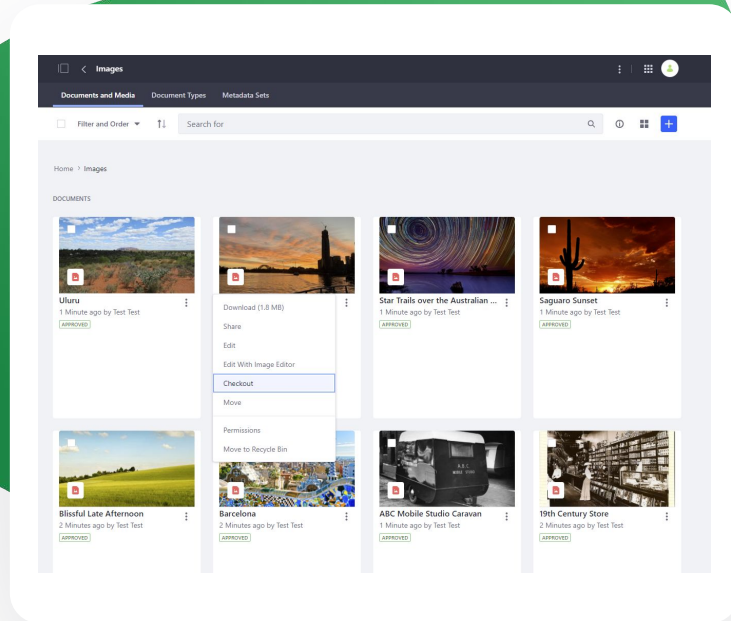
Knowledge Base

Content Management

Personalization

Performance Metrics

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Audience Isolation

Content Management

Personalization

Performance Metrics

Unify Touchpoints

Integrate existing systems

Reduce costs

Unlock the potential

Philadelphia

Results

Uniting Sites

Unlocking different systems safely and easily with SSO

Accessible Experiences

Improved experience for all audiences

Empowering Business Users

Growth of visitors and contributors for the internal community

Dynamic Content

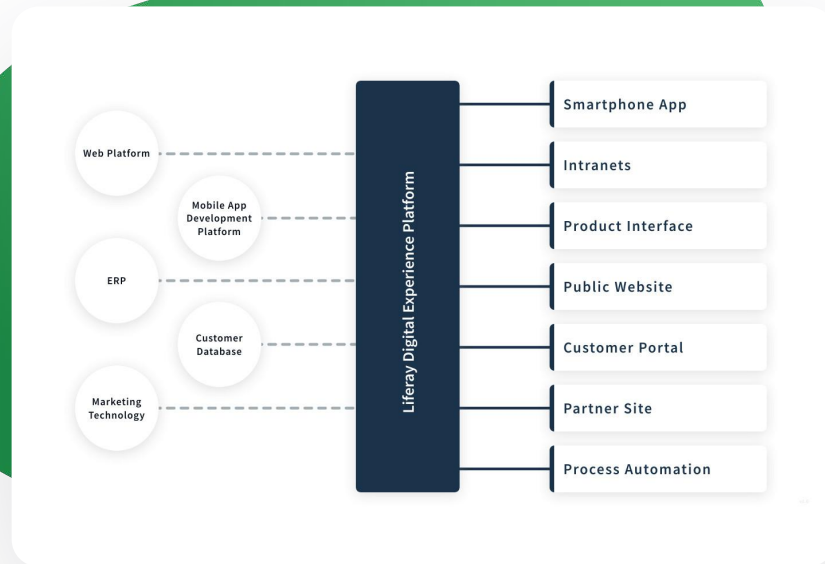Relevant content for the audience and user

Single Repository

Data Integration

Zero Downtime

Forms & App Builder

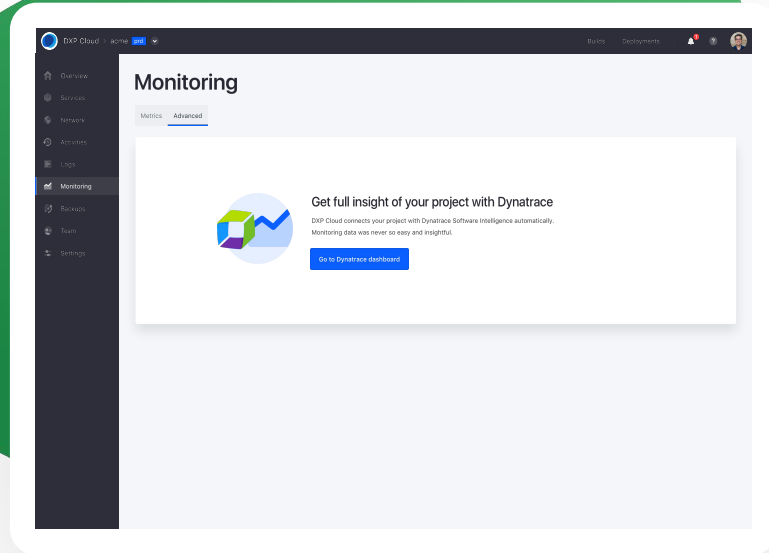
Web Platform

Mobile App Development Platform

ERP

Customer Database

Marketing Technology

Liferay Digital Experience Platform

Smartphone App

Intranets

Product Interface

Public Website

Customer Portal

Partner Site

Process Automation

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Business Continuity

Data Integration

Zero Downtime

Forms & App Builder

Customer Friendly

Data Integration

Zero Downtime

Forms & Objects

![Liferay]

Bridge Service Gaps

Build powerful tool kits

Evolve the customer journey

Capture customer feedback

Results

Efficient Service

Customer dashboard makes paying bills easy

Greater Accessibility

Mobile-responsive dashboard gives consistent functionality

Flexible Management

Customers can switch between multiple accounts

Reduced Issues

Billing integration reduces delays, improves satisfaction

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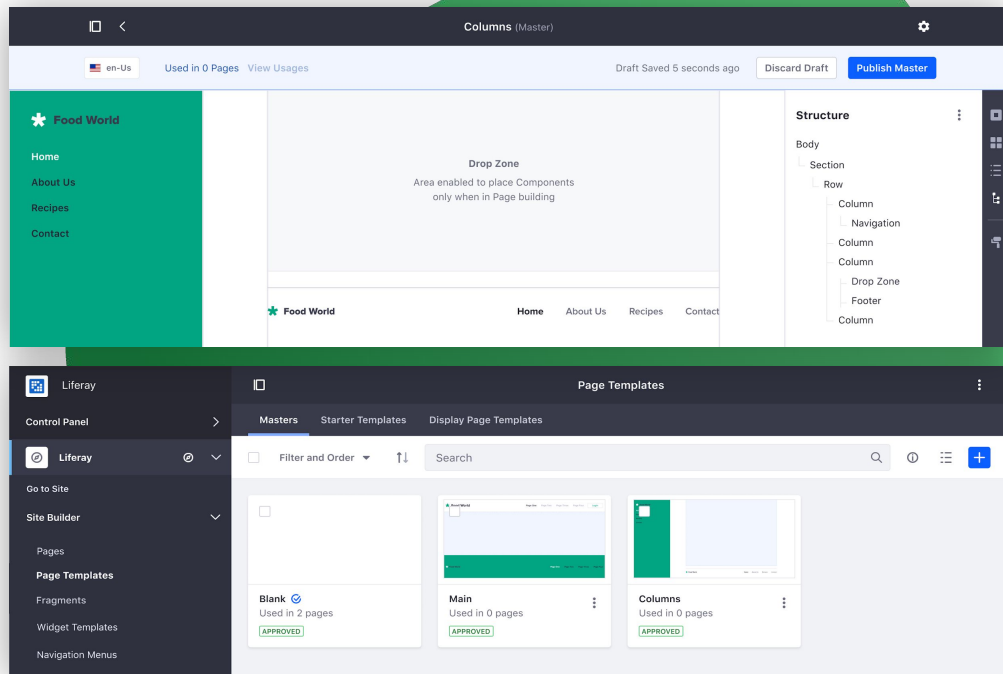
Brand Control

Design Systems

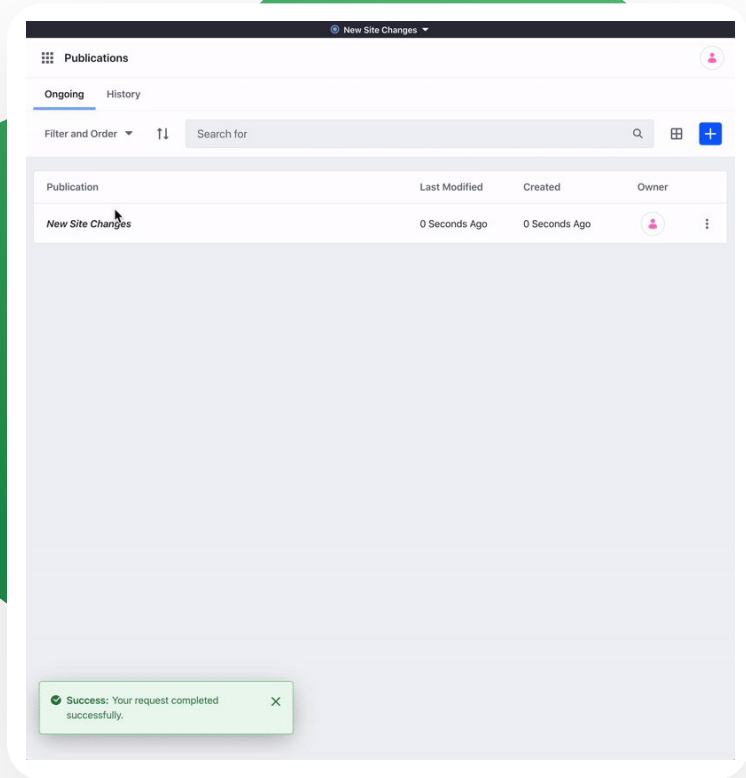Publications

Content Recommendations

Team Collaboration
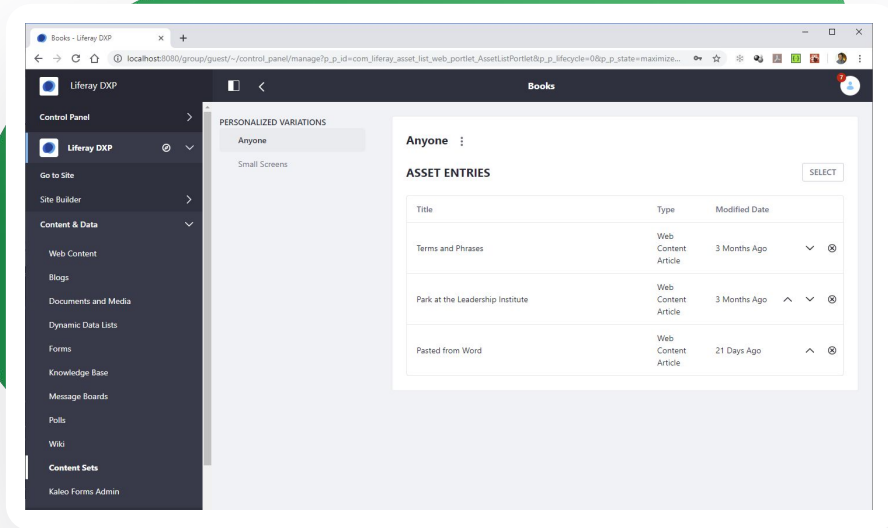
Design Systems

Publications

Content Recommendations

Liferay

25

Surface Relevant Information

Design Systems

Publications

## Content Recommendations

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Building Business Processes

Process Builder

Allows users to define any number of workflows through a drag, drop & configure web interface

These processes have knowledge of users, groups and roles.

Liferay DXP also allows users to create their own workflow and define the number of approval paths based on their own unique business requirements and operational needs. For example, administrators can implement an approval process for new document uploads before they appear in the Document Library.

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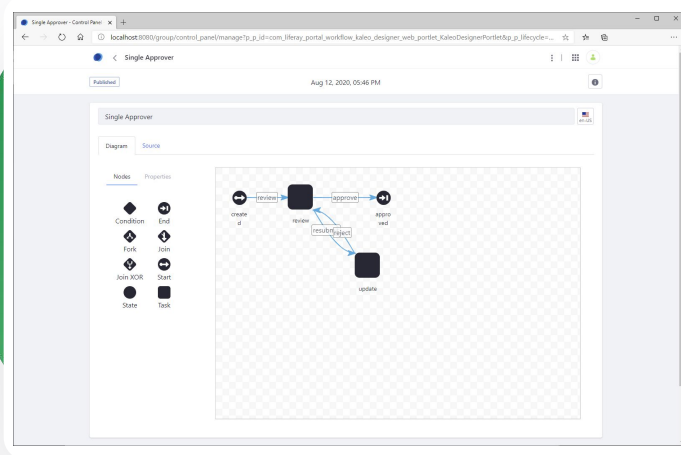
Empower companies to provide better value to their customers

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Thank you!