

## DIGITAL CUSTOMER EXPERIENCE

**Co-developed a transformational  
PC configuration and  
management solution for a  
global PC manufacturer**



## CLIENT

- A global PC manufacturer

## KEY CHALLENGES

- Complex to change multitude of settings on one's laptop
- Multiple applications to manage the settings as the default Windows application does not provide all the features
- Lack of clear guidelines/notifications for management of hardware/software preferences and device performance
- Applications to manage settings with the legacy interfaces that are not up to customer expectation of familiar browser-based interfaces



## SOLUTION

### ***Develop a one-stop native Universal Windows Platform (UWP) application that:***

- *Provides a browser-based application interface for users*
- *Enables users to easily manage PC settings and preferences*
- *Offers one app for both gaming and non-gaming devices*
- *Exposes device-specific features that are not available in OS Settings*
- *Supports multiple languages and is compliant with web accessibility guidelines*
- *Acts as an advisor and provides a window to the device ecosystem*
- *Provides social media interactions to create more revenue streams*

# SOLUTION - OUR KEY CONTRIBUTION



## DIGITAL SOLUTION DEVELOPMENT

Development of the new integrated PC configuration & management solution across – UI Development, UWP (Universal Windows Platform) Services Integration, Content Management Integration, and Enterprise Security



## BROWSER-APPLICATION-LIKE INTERFACE DEVELOPMENT

Responsive UI layer with an interface used for familiar browser applications that suits multiple PC form factors and product models leveraging Angular 8 and UWP services integration



## CONTENT MANAGEMENT SOLUTION INTEGRATION

Dynamic content presentation to the user based on the context and pro-active brand communication of targeted promotions/services/information by integrating with content management portal (Sitecore)



## MULTI-LINGUAL, INTERNATIONALIZATION AND ACCESSIBILITY

Interface presentation as per the language preferences (leveraging i18n) besides providing accessibility features (high contrast screens and narrator)



## BEST PRACTICES - SOFTWARE ENGINEERING, SECURITY & DEVOPS

Leveraging the industry standard best practices customized to the specific needs of the client ensuring continuous development & integration including security guidelines adherence, automated testing, and continuous deployment

## KEY TECHNOLOGIES



# SOLUTION MODULES - REFERENCE VIEW

**DASHBOARD** 

- Dynamic Content
- System Info
- Settings
- Pending Actions

**DEVICE** 

- PC Details
- Hardware Status
- Diagnostics
- Reference Content
- Power & Battery

**SECURITY** 

- Security Levels & Advisor
- Anti-virus, Password Health
- VPN & WiFi Security
- Security Mgmt Content & Guides

**SUPPORT** 

- PC performance management
- Scheduled Scans
- Feedback

**VALUE ADDED SERVICES** 

- Discover Accessories
- Exclusive Deals on Products & Services

# SOLUTION KEY CAPABILITIES

## All-inclusive service



## Enhanced Usability



## Integrated Support



## Wide-ranging personalization



Optimized customer assistance and maximized PC potential through comprehensive features integrated within a Universal Windows Platform (UWP) application

Easy application access & navigation leveraged through a rich, multifunctional user experience design covering performance, diagnostics, support, and security

Effortless management of PC health, support, and performance using advanced algorithms for ongoing device diagnostics

Unique device – user interaction through extensive interface customization for maximized productivity and customer satisfaction

# CONSUMER OUTCOMES

## ENHANCED



Customer experience, status visibility, health, security and timeliness of updates

## INCREASED



Productivity in managing the device and access to related products & solutions

## MAXIMIZED



PC potential, usage of available features in an optimal way, and longevity

# ENGAGEMENT HIGHLIGHT & CLIENT ORGANIZATION BUSINESS OUTCOMES

**18+**  
MONTHS



Engagement  
with end-to-end  
development  
responsibility

**10+**  
MILLION



Monthly  
average users  
in 2019-20

**5X**



Revenue growth  
forecasted over  
next 3 years

Customer Success Briefs

**THANK YOU**

Digital Customer Experience.