



SUCCESS STORY HIGH TECH

# DUBAI-BASED ASSET MANAGEMENT CONGLOMERATE ENHANCES CUSTOMER EXPERIENCE & ENGAGEMENT

Apexon implements multilingual Sitecore Digital Experience Platform (DXP) to shore up online capabilities



**This Dubai-based conglomerate had expanded horizontally and vertically to revamp its core business.**

Its digital presence needed to make a strong statement to reflect its updated vision, culture, and offerings. Inter-corporate and brand communication were of paramount importance.

The company engaged with Apexon to help it revamp its online presence while creating the foundation for future growth and expansion.



## THE RESULTS

### KEY OUTCOMES



**STRONG ONLINE BRAND PRESENCE ALIGNED WITH COMPANY'S EXPANSION STRATEGY**



**STREAMLINED INFORMATION ARCHITECTURE FOR PEAK PERFORMANCE ACROSS ALL MEDIUMS**



**OMNICHANNEL CUSTOMER EXPERIENCE MODEL**

## THE CHALLENGE

# POOR ONLINE PRESENCE IMPEDES HOLISTIC GROWTH

The offline experience with the company was built on the pillars of seamlessness and convenience. The disparity between that vision and reality on the online front was hindering the company's growth.

**There were several key factors holding the company back online:**



A lack of authoritative content online threatened their market leadership position



Cross-compatibility was missing between mobile devices, disrupting the customer journey



Stagnant pages and geographical differences narrowed the ability to target larger audiences



Poor page-loading speeds challenged the customer experience further



The need for multi-language support to support their market positioning



Site hierarchy led to an intertwined customer experience map that wasn't optimized for conversions

## THE SOLUTION

# MULTILINGUAL SITECORE DXP ENHANCES CUSTOMER ENGAGEMENT & STREAMLINES EXPERIENCES

Apexon started by shoring up the brand's online capabilities with a multilingual Sitecore Digital Experience Platform (DXP). This solution implementation quickly closed the gaps between customer touchpoints and created a high-engagement digital channel.

**Some of the key aspects of the solution engagement with Apexon include:**



Streamlining the information architecture for on-demand content authoring and modification



Building an omnichannel customer experience model with optimal viewing scales on all devices



Adding support for both English and Arabic languages, optimizing location advantages and expanding the target audience



Optimizing the platform for peak performance, irrelevant of site traffic, device or geography



Introducing a 24-hour interactive dial that displays location-specific retail offerings that the customer could experience



Incorporating a brand family dial to showcase all the sub-brands within their retail locations



Incorporating a CDN backend for seamless video streaming and a low-latency experience



Including a space to host press releases and other corporate communications

## KEY OUTCOMES

The client re-established its hold on key business segments with:



Greater traction, lead generation, and retention via the online platforms



Upscale user engagement on both desktop and mobile devices



Enhanced brand recognition and recall across the digital medium



Reduced page loading time and boosted speeds



[info@apexon.com](mailto:info@apexon.com)



[www.apexon.com](http://www.apexon.com)

FEELING SOCIAL?

