

# Digital Experience

The digital landscape has revolutionized the way customers interact with businesses, and expectations for personalized, intuitive experiences have never been higher. Investing in advanced digital solutions can help enterprises to meet these expectations and deliver exceptional experiences that increase loyalty and drive bottom-line results. At ACL Digital, we offer cutting-edge digital solutions that enable businesses to differentiate themselves and provide unmatched value to their customers.



## What We Offer

Our expertise in digital transformation, customer experience, and emerging technologies enables us to craft winning digital strategies that drive growth and success.



### User Experience & Design

Experience 360, DesignOps, User Experience Assessment, User Research & Analytics, Persona & Scenario Modeling, Strategic Roadmaps & Frameworks, Information Architecture, Heuristic Evaluations, Accessibility Services, Concept Development, Interactive Design, Usability Testing, Data Interaction & Visualization



### Extended Reality (AR/VR)

Solution discovery & UX planning, POC development & testing, Interactivity optimization, Platform & hardware selection, 3D development, Web/Mobile apps, Web AR/VR, AR visual presentations, AR virtual tours, Cloud services, Storyboarding, 360 video & imagery, 3D Modeling, Technical art, UI/UX design



### Mobile Experience

Consulting & Strategy, Development, Mobility Testing, Enterprise Mobile Security for Customer Mobile Experience, Employee Mobile Experience, IoT - Mobile Experience & Immersive- Mobile Experience



### Customer Experience (CX)

Customer Experience Strategy, User Experience & Design, Product & Service Design



### Wireframe & Interactive Prototyping Services

Wireframe Design, Wireframing for UX, Wireframe Services



### Omnichannel Digital Commerce

Platform Innovations, Smart Data-Driven Retail, Core Digital Commerce, Digital Interactive, AI-Powered Enterprise Core, Enterprise Agility at Scale, Cloud, Mobile First Retail Enterprise, Assurance & Compliance



## Success Story

# Hyper Personalized Consumer Experience Through Travel Documentation for a Spanish Travel Technology Company

ACL Digital helped a major Spanish travel technology company overcome challenges related to hyper-personalization of travel documents by implementing a UI-based retail platform tool that provided graphical and coherent information to customers in their localized languages. We also helped to create customized itinerary documents based on customer surveys, displayed contextual advertising banners in itinerary and e-ticket receipt documents, and customized the look and feel of information sent via email to travelers.

The implementation improved customer engagement, end-to-end tracking, and increased business revenue due to overall faster operations and higher customer satisfaction. The solution included personalized and customized travel documents, total 360-degree travel information, and real-time accessibility from anywhere.

- 1 Total 360-degree** travel information experience was delivered to the customer
- 2 Real-time accessibility** & ease of mobility at any time & from anywhere
- 3 Improved customer engagement** through customized rules with the chosen triggers & the mail ids as well as the notification channels
- 4 End-to-end tracking** by capturing success/failure delivery notification information in queue to travel agencies across the world
- 5 Hyper personalized documents** according to the customer's preferences & made available in more than 15 languages across the globe
- 6 Increased business revenue** due to overall faster & higher customer satisfaction

## Looking to create a Digital Experience that truly resonates with your customers?

Take the first step toward TRANSFORMATION.



ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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