



Industry: Electronics

Headquarters: Japan

Solution elements

RWS Digital Technology
Services: digital experience
platforms (DXP)

Data-driven, personalized customer experiences for a Japan-based multinational electronics company

The client

The client is a Japanese multinational electronics and equipment company. Their products include multifunction printers, desktop computers, industrial sewing machines, large machine tools, label printers, typewriters, fax machines and other computer-related electronics.

The challenge

The client wanted to transform their current website and provide compelling digital experiences to their customers. Their legacy content management system (CMS) was built on an outdated version of Sitecore and they were challenged with:

- Managing disparate websites
- Poor insights and analytics
- Lack of personalized customer journeys
- Difficulty attracting new customers
- Inconsistent brand messaging across markets

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The solution

RWS upgraded the client's CMS to the latest Sitecore version and transformed their digital presence by enabling real-time, personalized and optimized digital experiences for any channel. RWS also created customer data repositories and marketing automation capabilities through:

- An innovative user experience (UX) design
- Conceptualization with rapid and iterative testing to enable intuitive digital experiences on Sitecore
- Agile DevOps for upgrading functionalities, continuous testing and the implementation of developed features to resolve issues faster
- System audits
- Software patches
- Enhanced security updates
- Integration with third-party APIs including SAP, inRiver, PriceSpider, Bazaarvoice, Tealium, Responsys, Webcollage (now Syndigo), Optimizely, Eloqua, Oracle Service Cloud and Vimeo

The results

- Optimized multichannel customer experiences
- Improved customer satisfaction and increased customer engagement
- Enhanced business value and powerful insights
- Targeted approach to customers with personalization at every step



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Why RWS?



Expertise in digital technology and technology operations for comprehensive solutions



Experience with all of the leading CMS and their integration capabilities



Agile development and deployment methodologies



Focus on customized solutions to meet each client's unique needs

Discover more about RWS digital experience platform (DXP) services
[rws.com/digital-technology-services/digital-experience-platforms](https://www.rws.com/digital-technology-services/digital-experience-platforms)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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