

# EOLO DOUBLES ONLINE PURCHASES WITH TINEXT

Italy's largest independent wireless telecoms provider redesigns its online business





# Tinext delivers a digital platform for market leading growth

When NGI took the decision to create a completely new corporate identity for its wireless broadband services, the fresh "Eolo" brand allowed the company to reimagine its entire customer offering. Together with Tinext, NGI has created an intuitive self-service digital platform that sets a new industry standard in online customer experience.

More than simple web development, the project demanded a vision for digital business and marketing, inspired branding and design, and the technical capabilities of an outstanding system integrator.

## ELO key facts

  
+  
**180.000**  
Active customers

From  
**60**  
To  
**200**

  
Employees in 3 years

  
**+20%**  
Annual Profits

Government  
Champions for



**"Demolition of  
the Digital Divide"**  
in 4 Italian regions

  
**3.5%**  
Monthly growth rate

Staff and partners  
working each day



**2014 - 2016**  
Investments

  
**+ 84**  
mio €

Wireless stations  
since 2007

  
**+ 1200**

**1000**

Technical  
Investments to date



**+ 50**  
mio €



# The challenges of rapid growth

In the wake of the company's rapid expansion, NGI's original web infrastructure had become overwhelmed. It looked and felt dated for such a vibrant and successful company. Functionality was so confusing that NGI had to introduce a costly, live online chat service to guide many customers through the sign-up and purchasing process.

For administrators and marketing staff trying to design and publish new content, the complexity was even worse. And with little in the way of analytics, NGI's web team had no metrics to use as a basis for improving the efficiency of the site.

NGI took the bold decision to combine a complete redesign of the company's online presence with a full rebranding and change in marketing strategy.

**The Eolo brand had to represent everything the company aspired to in terms of user experience and customer care. The new website, with an intuitive self-provisioning platform, would be at the center of delivering this.**

From one site, Eolo had to deliver an unparalleled online experience for private customers, B2C brokers and agents, B2B resellers, Value Added Resellers and wholesale partners white-labelling its services. The company wanted dedicated customer paths, with content optimized for each of these five groups. Beyond this, the new site had to deliver a personalized dashboard for each individual user, with simple, intuitive self-service functionality allowing customers and partners to manage their own accounts online.

Features such as analytics, responsive design, mobile commerce functionality and compliance with industry regulation were all part of the mandatory specifications.



**What Eolo really needed was digital business expertise capable of taking the company to a place where it could optimize its immense future growth potential.**

After a tendering process that included four of Italy's top digital agencies, **Eolo chose Tinext.**

**” We saw five decisive reasons to work with Tinext:**

- Focused expertise in MAGNOLIA 5, with the knowledge and experience to unlock the full potential of this powerful platform
- The ability to deliver SMART, USER-CENTRIC ARCHITECTURE, based on real-world prototyping and testing
- BRAND EXPERTISE built on solid communication and marketing strategy, and backed with talented creative teams
- The SYSTEM INTEGRATION EXPERIENCE to realize a modern digital vision
- Focus on DELIVERING CLIENT SATISFACTION: easy working relationship and availability of key staff

Andrea Ferronato,  
IT Manager at Eolo

**”**

# The new vision for Eolo's online services

“Customers now expect all digital interactions with a company to be tailored around their needs.”

Riccardo de Rinaldini,  
Marketing Manager at Eolo

“They don't want to search around some ageing corporate website for the information they need. They want to log in on any device and have all the information relevant to them, there in one place.”

**User experience was at the core of the new Eolo brand.** Tinxext began with a detailed marketing strategy analysis of NGI's business as a basis for the project. The team worked closely with Eolo's different business units, including customer service, marketing and information systems, to define dedicated content channels, purchasing funnels and self-service dashboards for each of Eolo's five main customer groups.

From here, Tinxext began a phase of prototyping and testing. The new functionality demanded complex integration of the website with NGI's own IT and network infrastructure, as well as with the company's existing CRM, ERP, call center systems and online chat. However, Tinxext's confidence in its back-end developers meant that Eolo's vision was not constrained by technology. The company was able to completely reimagine its entire online identity and to build new services around the customer.

**Strong graphic design also remains a vital part of any consumer brand.** With two in-house design teams competing independently from offices in Milan and Lugano, Tinxext was able to offer style, creativity and choice.



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[www.tinxext.com/eolo](http://www.tinxext.com/eolo)

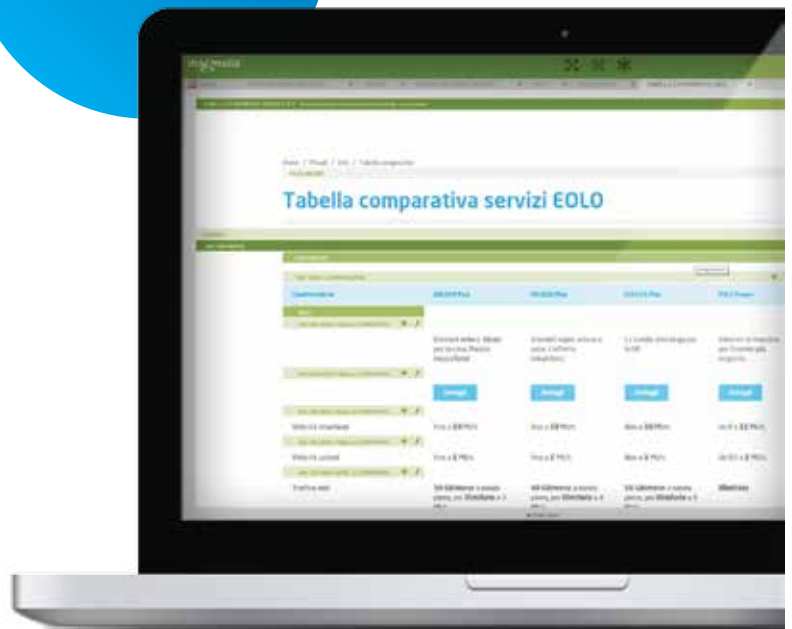
“What Tinxext achieved was way beyond what we had originally thought possible.”

Daniele Bianchi,  
Quality Manager at Eolo

“Helping us to create a vision for new online services was just the start. Tinxext combined the skills of a top digital marketing agency with technical abilities to rival any enterprise system integrator.”

The new Eolo website now provides online customer dashboards that deliver account specific information, and allow customers to actively manage their service plans, subscribe to new services and handle payments.

Further CRM integration has also allowed marketing staff to build and target new offers at individual customers and partners directly through their personal dashboard.





Key achievements



**100%**

Increase in online self-service purchases



Customer Engagement (session times) up by

**30%**



Increase in daily customer page visits

**50%**



Mobile commerce up by

**100%**



Customer support requests reduced by

**50%**



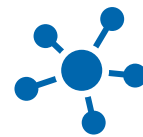
Customer churn reduced by over

**10%**



Time reduction for staff creating new content

**70%**



**5**

Customer-centric Dashboards with bespoke content

# About Tinext

Tinext combines the latest digital marketing expertise together with the deep technical understanding of a seasoned enterprise systems integrator.

We deliver solid enterprise web solutions that transform our clients' businesses.

Since 2001, our teams have conceived, delivered, deployed and maintained more than 500 successful projects, with clients including Al Arabiya News Channel, Royal Caribbean International, Whirlpool Europe, City of Lausanne, Generali Group and Swiss national broadcasters RSI.

With a comprehensive range of digital services delivered through our three core practices, Tinext can deliver complete projects or flexible services in combination with other providers.



## DIGITAL MARKETING

- Information architecture
- Design and user experience
- Mobile
- Social Media



## DEVELOPMENT AND SYSTEM INTEGRATION

- The world's leading Magnolia CMS specialists
- Highly experienced enterprise Java development teams
- Enterprise document and process management solutions
- Collaboration solutions



## CLOUD SOLUTIONS AND MANAGED SERVICES

- Fully managed, hosted applications
- Cloud-based Magnolia CMS implementations
- Infrastructure as a service
- Disaster recovery

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