5 Examples of Liferay DXP Customer Portals that Increased Revenue

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Customer Service: Expense or Profit?

When asked how to grow revenue, few businesses will immediately think of customer experience. In fact, many businesses still view customer experience expenses as just a necessary cost, rather than a profit-supporting investment.

However, with an excellent self-service customer portal, professionals can experience insane growth in their businesses.

Let's take a deeper look at a few real-life examples and how these businesses leveraged a powerful platform like Liferay Digital Experience Platform (DXP) to build customer portals that generate revenue.

What is Liferay DXP and How Can It Improve Customer Experiences?

DXPs are designed to act as an integration hub, bringing together different applications and systems to enable the creation, delivery, and management of digital experiences across the entire customer journey.

But as one of the leading DXP platforms for B2B organizations with over a decade of experience, **Liferay is uniquely suited to help your business build engaging authenticated experiences for your customers.** With the right tools, all in one solution, businesses can transform their processes, communication, transactions, and interactions online.

Let's see Liferay DXP in action and take a look at how 5 different businesses around the world have leveraged the platform to bring significant ROI.

Eatel Reduces Customer Service Costs by 30%

Customer portals are very effective at increasing internal organization efficiency in order to bring down support costs.

In fact, **self-service can help businesses save several dollars per interaction, which can add up to tens if not hundreds of thousands of dollars annually. These savings compound as the business grows.**

Businesses can use self-service to deliver real-time responses while using only a fraction of the resources required for one-to-one live interactions. According to Gartner, 40% of today's live volume could be resolved in self-service channels. [1]

That's what Eatel, a U.S. based telecommunications company, did with their self-service customer portal. With Liferay DXP, **they were able to build an online interface that simplified interactions, empowered customers to find information quickly, and reduced payment-related calls by 30%.**

Eatel has not only been able to decrease their cost-to-serve and utilize their representatives for more challenging issues, but they are also able to place more control in their customers' hands, who love being able to do more on their own.

1 Rethink Your Customer Service Strategy to Drive Self-Service
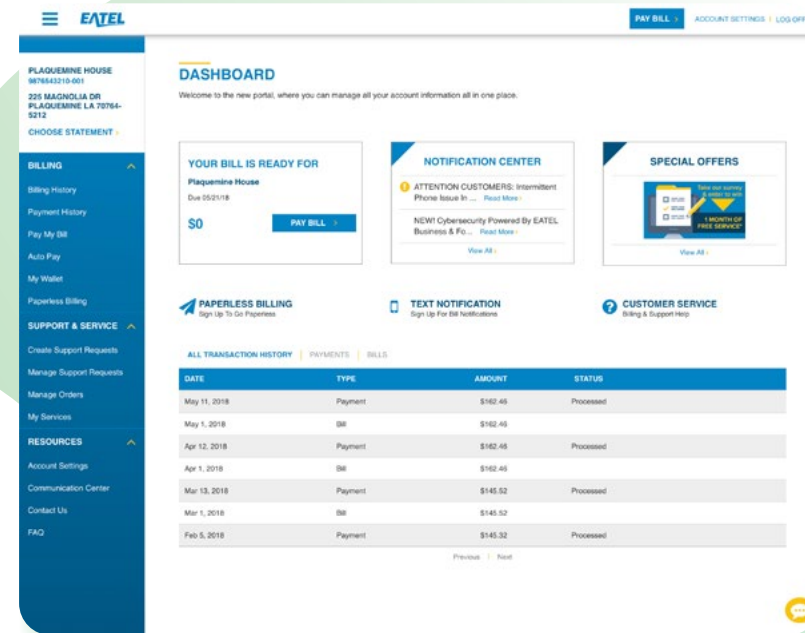
SkyTV Raises Self-Service by 140%

Companies who engage with their customers more will see a 23% higher share in profitability and revenue.[2] However, increased competition and noise makes it even more difficult to stay connected and relevant with customers.

But with a tailored customer portal, businesses can engage with customers to deepen relationships that will contribute to the bottom line.

For example, the New Zealand-based digital broadcaster and telecom provider, SkyTV needed to find a better way to serve their 1 million customers in a highly competitive streaming world. So, they decided to revamp their site with Liferay DXP to offer more self-service options. **Now that customers can make purchases and manage their accounts on their own, 140% more customer transactions are digitally self-serviced, and requests to the customer call center have drastically decreased.**

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2 Customer Centricity
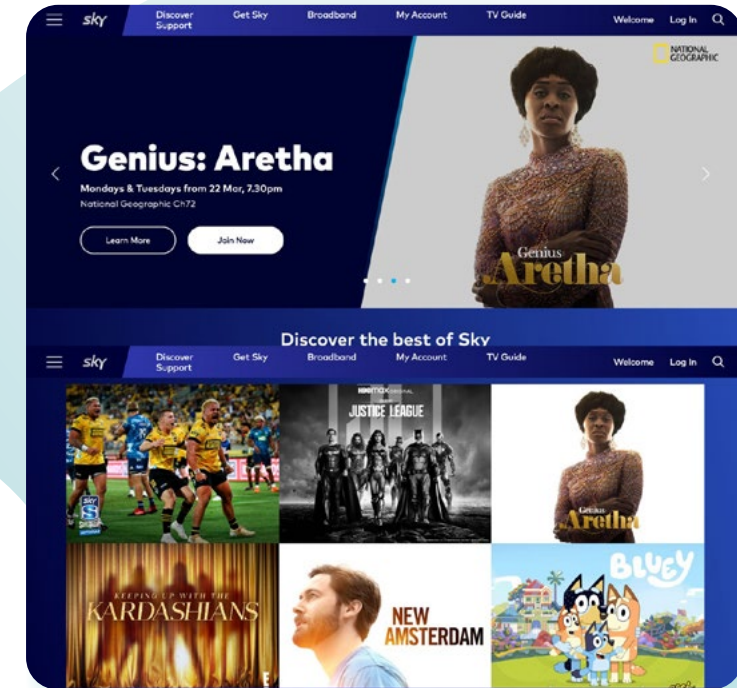
Mueller Inc., Increases RFQs by 163%

Self-service can help to accelerate and streamline complex buying processes.

Mueller Inc., a leading buildings material manufacturer and retailer, understood that buying a metal building online is a very complex process. However, their existing solution only made purchasing more difficult since not much was digitized.

With their new site built using Liferay DXP, customers are able to leverage self-service functionalities in order to explore product offerings, find project ideas, and even use a 3D design tool to bring their vision to life. Customers can now become informed faster, removing roadblocks preventing purchase. **Mueller has seen a 73% increase in requests for quotes per month, with some months as high as 163%.**
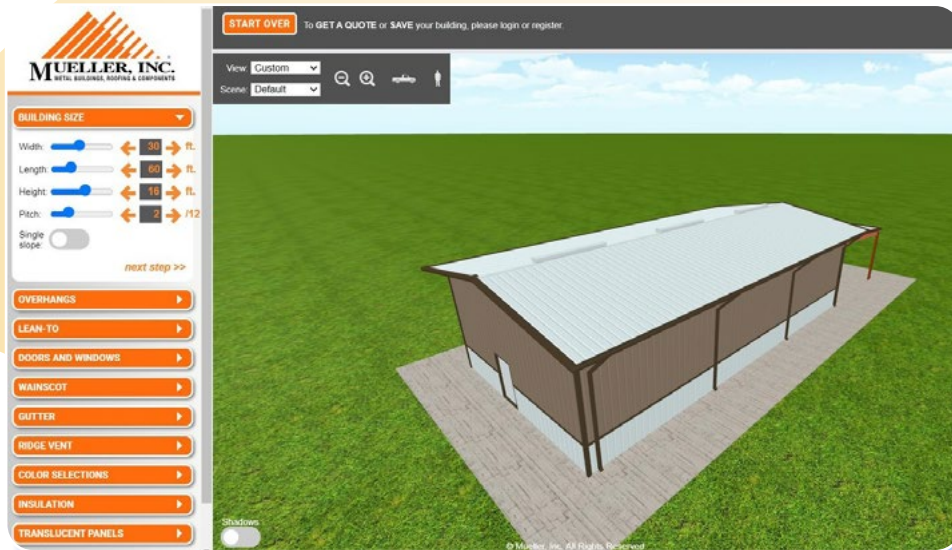
HDI Assicurazioni Registers Over 50,000 New Users in 6 Months

Enhancing customer experiences with self-service will benefit existing customers and attract new customers.

Businesses that are able to deliver what users are looking for, a seamless experience on a single platform, will be able to win and nurture more customers. Over 88% of customers globally already expect businesses to have an online self-service customer portal.

This is how insurer HDI Assicurazioni was able to garner over 50,000 new users within the first 6 months of their new customer portal launching.

Previously, customers did not have the ability to interact with the insurer in real-time, but now with the new solution built with Liferay DXP, policyholders are able to submit payments, file claims, and manage and even sign up for accounts on their own.

BSES Delhi Increases Online Payments by 50%

The simpler and faster it is for customers to pay, the easier it will be for businesses to be able to collect payment.

That's why BSES Delhi, an Indian utility company that distributes power to millions of customers, decided to build a self-service customer portal with Liferay DXP to empower their users to:

- Pay bills and view billing history
- Easily find critical information and tips
- Track status of complaints and issues, all without needing to contact a representative.

As a result of the streamlined and improved self-service portal, online payments increased from 30% to 80%.
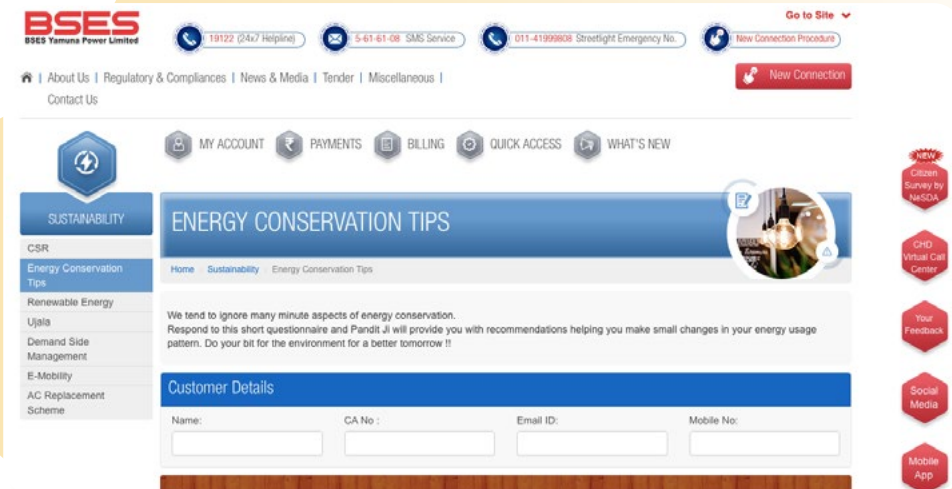
How to Build an Engaging Customer Portal with Liferay DXP

Each of these businesses were able to leverage the robust out-of-the-box functionality and integrative foundation of Liferay DXP to build solutions to increase customer engagement and retention. Take a deeper look into features that make this possible by downloading this ebook.

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