

Update Content Quickly and Prioritize Improvements with a Customer Portal

A customer portal is only as useful as the information it provides. While customers may default to visiting the portal when they have issues or questions, if the information is not current or helpful, then they will have to call a customer service rep to resolve their issues.

Keeping your customer portal updated not only ensures customers get the right information but also relieves that burden from your team. However, your portal may not be set up to allow non-technical users to make changes.

Liferay DXP provides the tools to empower business users to update their portals, without needing to involve IT.



Use Low-Code Tools to Publish Changes Easily

Instead of depending on IT, Low-Code tools make it possible for business users to make changes with minimal to no code.

With Low-Code tools, your team can:

- Make updates to content on pages.
- Add or remove pages from the portal.
- Create forms or other simple business applications.
- Build workflows for business processes, such as approving a purchase order.

Without needing to depend on IT teams, your business teams can quickly make updates to your customer portal. This also frees up your IT teams to work on more strategic initiatives that do require more customization and coding.



Leverage Out-of-Box CMS Capabilities

Liferay DXP provides an analyst-recognized CMS out of the box. These tools can help your team create content for the portal more efficiently.

- Leverage templates to create brand-consistent pages and sites without needing your IT or Design teams to step in.
- Use AI tools to streamline content and image creation, translations, and asset tagging.
- Use a complete set of headless APIs to publish to any channel.



Monitor with Native Analytics Tools

Use analytics to understand how your customer portal is performing and identify areas of improvement.

Liferay DXP provides:

- Behavior metrics such as traffic and path analysis. You can see which pages customers are visiting and identify how they are navigating the portal.
- Site metrics such as page views, search terms, top pages, and more.
- Asset metrics such as number of downloads. See which assets customers actually find helpful and which may need to be refined.

Providing Better Customer Experiences, More Efficiently

A US telecommunications company, EATEL, wanted to modernize the customer experience for their residential and business customers. With their new self-service customer portal built on Liferay, EATEL has been able to reduce phone calls and billing issues through a single tool.

While the portal has been immensely helpful for customers, it's also been incredibly easy for the EATEL team to use. Liferay provided many of the core components for registrations, logins, role-based access controls, page creation, and other key features, that the team could leverage the capabilities without needing to build everything from scratch.

Additionally, “so much of the portal is editable by non-developers, allowing us to focus our most technical internal resources on the intricacies of integrations and highly advanced content pages. This also enables us to be quick to market with offers and promotions that might have taken up to a month to reach users through other means,” says Aubry Henkel, Director of IS/IT/PMO at EATEL.

Read the full case study [here](#).

To learn more about how a customer portal can help your customers and teams be more efficient, visit our [Customer Portal page](#).

Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at liferay.com.