

Provide Your Customers with the Self-Service Options They Need Using a Customer Portal

Customers prefer to use self-service whenever possible and this is now a non-negotiable preference for customer experience.

By empowering customers to do more on their own, organizations are able to run their businesses more efficiently. At the same time, internal service teams can serve more customers with fewer resources since they are not burdened with repetitive tasks.

Here are just a few ways you can use Liferay DXP to provide self-service tools to empower both your customers and your internal teams:



Easily Find Answers

Reduce the time your team spends answering repetitive questions by providing self-service tools for customers to find answers themselves.

Liferay DXP allows you to:

- Set up knowledge bases and FAQs for a database of common topics, questions, and tutorials.
- Create forums for customers to communicate and exchange knowledge. This can also lead to increased engagement and loyalty.
- Integrate with digital assistants for instant self-service, like chatbots. Especially with the advancements in AI, these digital assistants will only become more critical to providing support to customers.



Manage Their Own Orders and Returns

Instead of calling, emailing, or faxing, empower your customers to handle orders on their own by leveraging Liferay's native capabilities to:

- Place and manage orders.
- Set up recurring orders and subscriptions.
- View order history and invoices.

With Liferay DXP, you don't need a separate commerce solution to access these out-of-the-box capabilities.



Learn about Additional Products and Services

Provide greater value to your customers by targeting relevant products, services, and content to them before they even search for it.

With Liferay DXP's Personalization capabilities, you can:

- Recommend complementary products or services based on past purchases.
- Display helpful content based on content previously accessed.
- Surface relevant search results based on role, location, and search history.



Handle Common Processes Online

Instead of making your customers wait on the phone to speak to a representative, enable them to do everything through a self-service portal.

On a portal built with Liferay DXP, customers can:

- Create and manage their service tickets.
- Submit a warranty.
- File a claim for damaged products.
- Create or cancel appointments.
- Show service availability.
- Register for courses or events.

Empowering Customers with the Information They Need in a Single Location

Global technology leader, Broadcom Inc., needed a better solution to bring product and account resources together so that customers could more easily access the information they needed.

With their new customer portal, Broadcom now provides dashboards and product pages with specific education, documentation, licensing, and software downloads.

Customers can also easily search through their knowledge base for existing answers, converse with other customers on their community page and blogs, and reach customer support through virtual and live agents to find the information they need.

By enabling customers to more easily find the information they need, Broadcom has seen a reduction in customer support tickets.

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.