

Streamline Access to Tools and Information with a Unified Customer Portal

Your customers expect to have a unified experience when they interact with your business, but delivering unified experiences is often hindered by siloed and disparate systems and applications. And as your business grows, this challenge will only worsen, resulting in a disjointed tech stack, siloed data, and inefficient processes.

With Liferay DXP, you can leverage a flexible platform to bring together existing and external systems and applications. Liferay provides a number of integration tools, APIs, and productized connectors to connect relevant systems and applications to your customer portal.

This makes it easy for you to:



Streamline Processes for Customers

A unified customer portal can bring together common customer business processes that touch different systems and users.

Some examples include:

- A customer portal that allows customers to access product information, order a spare part, and submit a warranty claim.
- A self-service insurance portal where customers can submit online payments, file claims, and manage their accounts.
- A banking portal that allows customers to fill out an application for a new savings account, track payments, and chat with a financial advisor, without leaving the portal.



Unlock Insights to Deliver Better Experiences

With access to customer data, your team can unlock new insights more quickly and discover areas where they can deliver more value to your customers.

With this data, you'll be able to deliver better experiences such as:

- Prioritize your service team's efforts on improving customer service by cross-referencing your CRM data with your ticketing system to see whether issue resolution times impact customer spending.
- Show customers content, tools, promotions and other resources that are relevant to them by using CRM data to segment and personalize experiences for your users.
- Ensure you have enough inventory to meet the needs of your customer by pulling in forecast data that shows how much your customers have purchased from you historically.
- Help your customers stay on top of equipment maintenance by displaying usage data from integrated sensors.



Drive Consistent Brand Experiences Across Sites

Whether from mergers or proliferation of systems over time, your company may have multiple digital experiences whose inconsistencies may affect brand quality perception.

Use a single platform to consolidate disjointed experiences into a unified experience. This not only makes for a more cohesive experience for customers, but also simplifies maintaining and updating multiple branded sites for your team.

Liferay DXP provides native tools such as a CMS, templates, style books, and multi-site management to make it easy for your teams to deliver consistent experiences throughout multiple touchpoints.

Consistent Experiences for All

Smiles, the most comprehensive travel platform in Brazil, needed new technology in order to cope with the high volume of visits during promotional periods. Although they had existing tools that would have sufficed, it would require too much work and effort from their teams, while not being able to offer better customer experiences.

With Liferay DXP, Smiles was able to build a new portal that allows customers to buy flights, request points, check their mileage, and more. Additionally, Smiles has been able to create consistent UX through the public and private parts for the portal to create natural transition for users when they log in.

Now the portal has received 10x the amount of pageviews it previously did, positively impacting revenue and customer relationships.

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.