



Brinks + Liferay

How Brink's transformed their customer experience to a digital modern experience with Liferay

Summary

Brink's, a global cash management services provider, recently embarked on a four-part digital transformation initiative that included updating its website, creating a new microsite, automating the entire e-commerce process, and ensuring its customers were receiving 24/7 access and services. This case study illustrates how not only combining but also modernizing disparate portals on a digital experience platform creates one unified, user-friendly solution.

In Brief

INDUSTRY:

Cash Management

COUNTRY/REGION:

United States

USE CASE:

Digital experience, content management, e-commerce

KEY FEATURES:

Brinks 24seven, Brinks Global Rollout, Brinks Complete Microsite

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Glenda Gough, VP, Digital Experience, Brinks

Challenges

- Offer customers one 24/7 portal
- Lack of content management solution internationally
- Inflexible sites not meeting current demands

Results



BRINKS 24SEVEN

Brink's migrated 30+ global sites to Liferay DXP, all having the same look and feel, and providing a consistent brand experience worldwide.



BRINKS GLOBAL WEB ROLLOUT

Liferay's content management solution is built into the portal; with this benefit, Brink's implemented a number of websites for some of Brink's properties internationally.



BRINKS COMPLETE MICROSITE

Brink's launched a new microsite to provide their customers with a personalized sales experience, including giving customers a personalized view of their current solutions.

About Brinks

For more than 150 years, Brink's has been a recognized global leader in total cash management, route-based secure logistics, and payment solutions. The company's global network of operations in 53 countries serves numerous customers, including financial services institutions, retailers, government agencies, jewelers, and other commercial operations, in more than 100 countries around the world.

Founded in 1859, the company has earned a reputation for unparalleled customer service, professionalism, and reliability, with a global team dedicated to providing exceptional customer support. Today, Brink's is well known for its bullet-resistant armored trucks, which carry both money and valuable goods.

Global businesses such as Brink's are keenly aware that customers expect efficiency and a seamless customer experience. Staying competitive in a demanding market requires offering customers access to modern solutions that are personal and relevant.

"We focus on helping our customers manage their cash effectively with a host of solutions both physical and digital," says Glenda Gough, VP, Digital Experience, Brinks.

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Brink's already had an established relationship with Liferay and understood the advantages of utilizing an experience-led platform that offers critical tools

required to craft the perfect customer journey. Gough was asked to evaluate the company's customer experience. "We were utilizing Liferay to support a number of country websites as well as our corporate website," she said.

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We needed a partner who could really understand what we were trying to achieve and drive the capability around the platform to the best of their knowledge.

"We realized that the platform had a lot of capabilities that would benefit us in our digital transformation experience," said Gough.

GOAL: Offer Customers One 24/7 Portal

SOLUTION: Brinks 24seven

Brink's had been serving customers with many different websites and portals, which resulted in an incohesive user experience. Therefore, the company's top priority was to **consolidate these multiple platforms into one, user-friendly customer portal.**

Brink's migrated 30+ global sites to Liferay DXP, all having the same look and feel, and providing a consistent brand experience worldwide. Named the Brinks 24seven portal, Brinks' customers now have full visibility into their accounts, with control over their deposits, pickups, and cash tracking through the portal. This also gives Brinks the ability to provide better customer service and support.

GOAL: Manage International Websites With a Single CMS

SOLUTION: Brinks Global Web Rollout

“Our websites were old, inflexible, and we didn’t have content management capabilities,” said Gough.

“If a user wanted to change content on those websites, they had to involve IT, which resulted in considerable lead times for changes.”

Brink’s also wanted to redesign its customer website, **offering a more modern experience and improved user experience for customers worldwide.**

GOAL: Launch a New Microsite

SOLUTION: Brinks Complete Microsite

As part of the rollout of a collection of new products and services dubbed Brinks Complete, the company wanted a microsite the team could use as a selling tool, which would allow Brink’s to **provide their customers with a personalized sales experience, including giving customers a personalized view of their current solutions.** Brink’s now has a microsite featuring ROI calculators that outline for customers the total cost of the solution they are purchasing from Brink’s.

GOAL: Enhance B2B E-Commerce Offering

SOLUTION: Brinks B2B E-Commerce

A digital commerce site was added to automate the sales process and make it easier for customers to work with Brink’s. The process includes automatically generating a contract for an electronic signature and then initiating a customer onboarding process once a fully signed contract is in place. Liferay offers **an e-commerce solution that prioritizes the needs of B2B sellers,**

enabling Brink’s to launch its site quickly without the need for a lot of customizations.

“With Liferay Commerce, we have what we need today as well as long-term flexibility,” said Gough.

Conclusion

As an enterprise software company, Liferay is committed to helping organizations overcome complex business challenges by translating their needs into digital solutions.

“Brink’s story of digital transformation had a lot of complex requirements on the business and technical side,” said Bryan Cheung, CEO of Liferay. “They wanted to transform the customer onboarding experience and make it digital. That required that Liferay was able to immediately deliver solutions in the short term. At the same time, our platform had to be robust and flexible in order to transform the B2B commerce journey for their partners in the future.”

Today, these four solutions powered by Liferay are operating in full swing in the United States and progressively in countries throughout the world, according to Gough, who added, “Bringing everything on to the Liferay platform has been very successful. Because of the platform’s flexibility, we are able to expand the features and functionality of these websites as we launch new products and services and to meet the ever-changing needs of our customers.”

Brink’s digital transformation is improving its customer service, increasing sales, and reducing costs—all of which are part of its broader growth strategy and will add to its competitive advantage in the digital cash management industry.

By switching to a digital experience platform that brings together the best of content management, commerce, and portal capabilities, companies such as Brink’s can successfully navigate the transition to B2B digital commerce and deliver an excellent customer experience across the entire customer journey.