

# Project Delivery

[ case study ]

## Project Mission and Background

A leading national telecommunications provider of voice, video, and data services realized that to stay competitive they needed a flexible eCommerce platform that would simplify the consumer shopping experience and increase the number of customers who completed transactions online.

Goals for the effort included:

- State-of-the-art shopping cart functionality
- Web Portal Architecture that allowed rapid client based updates with content management and portal lifecycle management.
- Higher revenue through increased transactions online
- Increased customer satisfaction and retention
- Expanded market share

## Challenges

This mission critical project started without a clear scope or formal schedule. Too much churn in Business and IT project resources caused rework, volatility in business requirements, loss of continuity, and increased time to bring new team members up to speed.

Hard deadlines for security and compliance mandates for customer authentication presented additional risk. Changes to foundational systems like the portal platform, the content management application, and other new systems created the need for organizational change management (OCM) to support new processes and tools after project completion.

## The Solution

Lewis & Fowler was engaged to develop a plan and deliver the project. We used our proven methods to deliver results for our client:

- A formal project kick-off provided the organization and new resources with critical project information.
- Facilitated requirements workshops that confirmed and refined business needs.
- Scope was reset with business stakeholder agreement.
- Roles and responsibilities for project team and business stakeholders were clearly defined using RACI.
- Provided OCM Training to support how roles and tools would change post deployment.
- XP Lite SDLC Process: Project management of the software development lifecycle, content updates, web interface redesign, and user acceptance testing.



+ A leading national telecommunications provider of voice, video, and data services.

+ Needed to transform Web technologies to become more consumer-focused.

+ A new business model that facilitates both customer retention and new growth, while increasing market share and wallet share.

## Benefits

The project completed on time, on budget, and was a success.

The new business model and technologies delivered by the project met all the business goals:

- Customers now enjoy a more seamless and intuitive shopping experience, better personalization and promotion opportunities, and increased online shopping satisfaction with the new architecture.
- Customers now receive more information on available products and features in a rich, but visually pleasing manner.
- Customers now experience the visually designed content, and site architecture they have wanted and expected.

## About Us

Lewis & Fowler is a professional consulting firm focused on delivering business impacting results to corporations throughout the United States.