



# A Single Digital Platform to Meet the Needs of a Modern Telco Company

A1 Hrvatska was able to become a leading digital and telco service provider by leveraging Liferay.

## Summary

A1 Hrvatska, one of Croatia's telecom operators came to Liferay when the business exceeded the capabilities of their existing internet platform. Their previous digital infrastructure needed an update, with restrictive design capabilities. The company needed a new digital solution that could be tailored specifically to their needs. The implementation of Liferay DXP increased time to market for new services, added flexibility in creating content and landing page layouts for communication, and enabled streamlined development of new functionalities.

<https://www.a1.hr/about-us>

## In Brief

### INDUSTRY:

Telecommunications

### COUNTRY/REGION:

Croatia

### USE CASE:

Public Website, Business Portal, Intranet Portal, Self-Care Portal



**Liferay meets our needs, has good support, and is an open source platform that allows us to develop custom components that our portal is based on.**

Goran Novak, Design and Development Expert

## Challenges

- Meeting increasing sales goals & KPIs
- Supporting sales generate new leads on a crowded market
- Unable to easily provide digital solutions users were expecting
- Presenting complex offers to customers through digital channels

## Results



### IMPROVED WEBSITE TRAFFIC

More than 1 million users are now registered on the main website.



### ENHANCED WEBSITE EXPERIENCE

Faster search and website navigation. Customers can also communicate easily through video-chat feature which led to a 41.64% better bounce rate and 36.52% more conversions.



### STREAMLINED PROCESSES

Simplified administration tasks with the creation of multiple templates, layouts, and custom components that save time.



### CUSTOM DEVELOPMENT

Using an open source platform supports in-house development of custom components which means quicker go-lives with projects.

# Telecommunication at the Highest Level

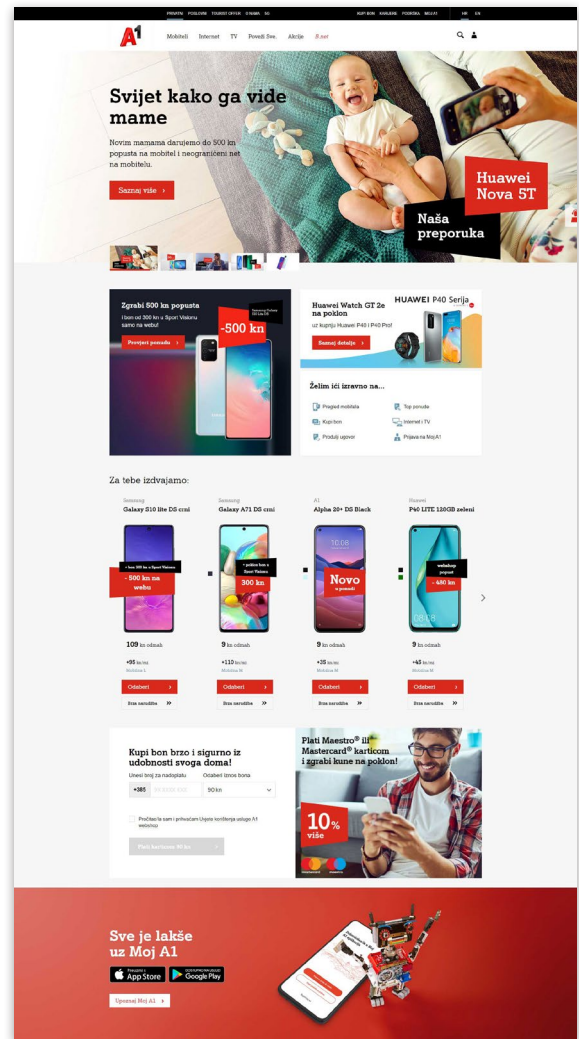
A1 Hrvatska, a member of A1 Telekom Austria Group, is one of the leading providers of digital services and communication solutions in Central and Eastern Europe. Operating in seven countries, A1 Telekom Austria Group provides services to approximately 24 million customers. The Croatian branch employs 2,000 people and takes care of the needs of 2 million consumers every day.

A1 (formerly Vipnet) has always tried to keep pace with modern technology. They started using Liferay as their previous solution proved to be outdated and monolithic. An important value of the company's digital strategy is to constantly create new modules, automate processes and take care of the best possible user experience. This objective was well served by responsive web design, integrated consumer support system on the website, personalization function and a fully automated employee onboarding portal - all implemented by A1's cooperation with Liferay.

## Keeping Up with Growing Digital Demand

After years of using another digital solution, A1 thought that the platform they were using did not meet most of their business needs. They were facing an increasing digital demand internally and from the customer side as well. They were looking for a solution which was able to solve their basic business needs: branding and providing core information about the company and their services, online sales (creating leads for Telesales agents), customer self-care needs, employee onboarding automation, and employee communication and knowledge transfer through their intranet portal.

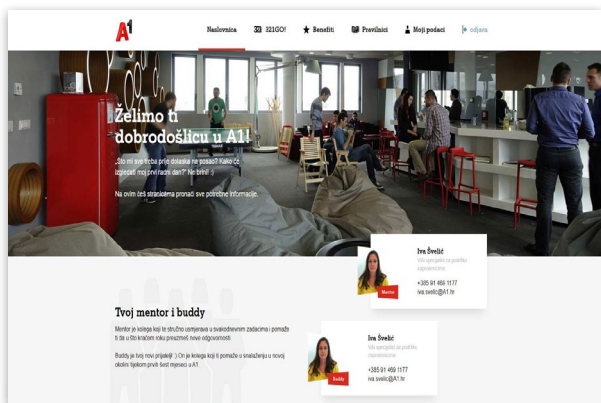
Therefore, in search of a more flexible solution, the company started looking for a new platform solution based on Java with improved functionality, stability, flexibility, and price. A1 Hrvatska – with the help of local Liferay partners, CROZ, during



implementation, development, and backend system integrations - created modern solutions supporting various company functions:

- A1.hr (A1 Hrvatska's main internet portal)
- Tomato.com.hr (Tomato brand website)
- moj.a1.hr (A1 self-service portal)
- moj.tomato.com.hr (Tomato self-service portal)
- planetsport.a1.hr (Planetsport TV channel portal)
- onboarding.a1.hr (onboarding portal for employees)
- self-service portal for business customers
- intranet platform

With Liferay, A1 has been able to meet their company needs, have access to good support, and leverage an open source platform that allows for custom development. These factors led A1 to upgrade to Liferay DXP.



After implementing Liferay DXP, further results started to appear. The average time spent on the main website rocketed as visitors currently spend **52.44% more time** there, compared to the previous Liferay version, with a **41.64% better bounce rate** and **36.52% more conversions**.

Internally, A1 employees now have more chances to work on other tasks by saving valuable time due to faster content creation and new self-care capabilities, while the integration of a content library and the creation process of simple custom portlets enables them to solve all requested business problems.

Implementing Liferay DXP gave A1 the ability to create multiple themes, layouts, and custom components while simple and stable administration saved them valuable time in the process of content editing and publishing, which is crucial in an industry with short deadlines. The complete migration phase to Liferay DXP included rewriting old components, personalisation, and testing, which was completed within 6 months.

Additionally, content library integration and module for custom portlets creation made it possible to solve several business problems the company's been tackling with.

## Faster Processes, Satisfied Customers

To see the success of the implementation of Liferay products at A1 Hrvatska, it's useful to examine both projects taking shape in the past 10 years: by switching to Liferay, A1 left an old, outdated, complicated, and unstable technology with monolithic design behind. With Liferay DXP, they made a necessary upgrade and are already seeing several benefits: reduced costs visible in the amount of time they needed for development and content creation and increased website traffic.

More than 2 million customers of the Croatian Telco leader can now use a stable and reliable portal to search faster and easier, use lead forms, and access chat and video chat features to contact A1 administrators. Organic search traffic currently takes 37% compared to the 63% of direct searches online.



**Liferay DXP allowed us to create multiple themes, layouts, custom components and implementation of the new design with ease. Simple and stable administration saved us valuable time in the process of content editing and publishing.**

Ivan Lovretić, Portal and Webshop Development and Operations Senior Specialist

## The Digital Future

Digital transformation, marketing automation, big data are the three buzzwords when it comes to the future of the Telco industry. The most important trends seem to be migrating most of the processes online, working on full automation, diving deep into analytics to be able to provide fully targeted content for customers, and integrating a full omnichannel strategy. A1 is now equipped to evolve their digital solutions to meet these changing needs to become a digital leader of the Croatian market.

For more information, contact [sales@liferay.com](mailto:sales@liferay.com).