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Algar ▶
Telecom

OPTIMIZING ALGAR TELECOM'S CUSTOMER CONVERSION: FROM CLICKS TO SALES

OSF Digital – Algar Telecom

ABOUT ALGAR TELECOM

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Algar Telecom offers a diverse range of telecommunications and technology solutions for corporate (B2B) and retail (B2C) clients. Their portfolio includes high-speed internet access, mobile and voice services, data, internet, IoT, IT solutions and infrastructure, outsourcing, video, and media consulting.

Established in 1954, Algar Telecom is the fifth-largest telecommunications company in Brazil. With a modern infrastructure supported by a network of over 137,000 km of fiber optic cables, the company currently serves over 1,2 million B2B and B2C customers in 372 cities across sixteen states and the Federal District.



ALGAR TELECOM'S CHALLENGES

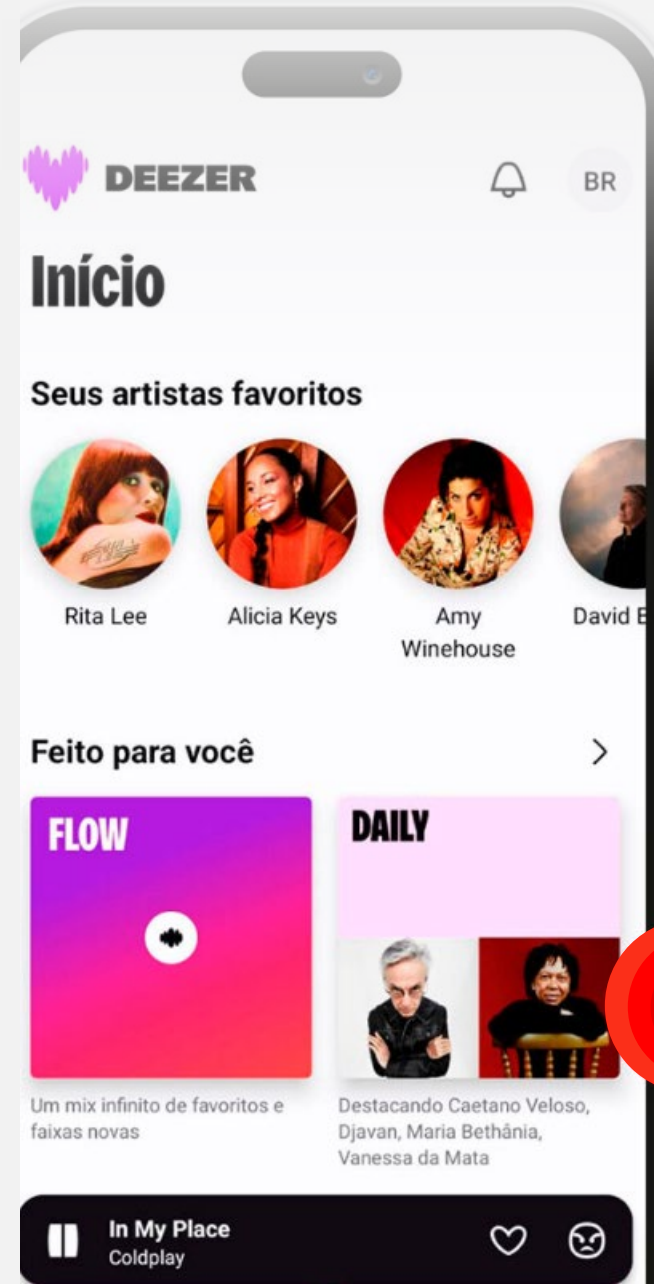
Needed to revamp its legacy ecommerce solution

Algar Telecom leveraged an in-house commerce solution for online sales and customer relationship management (CRM).

However, the legacy commerce solution presented several challenges:

- ✓ Elevated maintenance costs
- ✓ Complexity in launching campaigns
- ✓ Performance issues and bugs

Consequently, Algar sought to replace their outdated system with a comprehensive ecommerce platform.



ALGAR TELECOM'S CHALLENGES

Sought to simplify navigation for an intuitive customer experience

Algar Telecom aimed to adopt a more robust B2C ecommerce platform to:

1

Enhance the user shopping experience

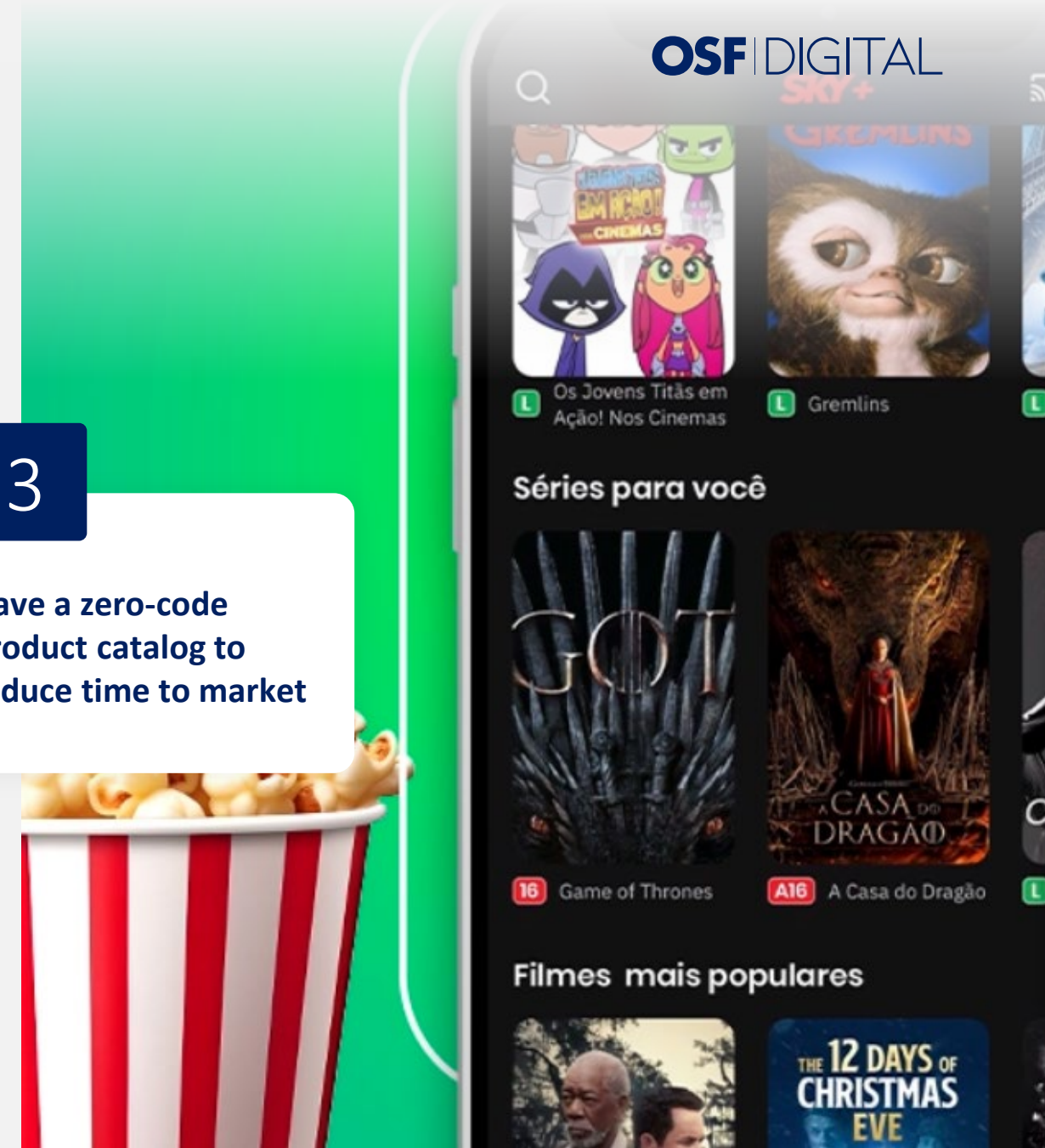
2

Optimize sales workflows

3

Have a zero-code product catalog to reduce time to market

Algar Telecom named this project "**3 Clicks**" as a reminder of one of the project's ultimate goals: customers will make a purchase with a maximum of three clicks.



ALGAR TELECOM'S CHALLENGES

Wanted to accelerate its digital transformation journey

Algar Telecom wanted to accelerate its digital evolution and prioritize business and individual customers by:

- ✓ Promoting a streamlined and fluid digital customer experience
- ✓ Exponentially increasing digital participation in the sales mix of the B2B and B2C segments
- ✓ Becoming a data-driven company using comprehensive analytics
- ✓ Simplifying processes and generating efficiency through automation and AI
- ✓ Leveraging AI to increasingly generate innovation in the telecom sector

To accomplish its objectives, Algar Telecom needed a solution driving innovation by design:

- Competitor analysis (UX & business research)
- Automation of the product sales flow
- Changing mindset (100% digital)
- Cross-channel offer (omnichannel)
- Regionalized offers and product detail pages
- Update service plans 100% digitally

OSF'S SOLUTION

Seamless migration to a fluid digital shopping experience

OSF Digital successfully migrated Algar Telecom to Salesforce Commerce Cloud, enabling the company to streamline processes and offer customers a simple and fluid digital shopping experience.

OSF assisted Algar Telecom in achieving its goal of implementing a modern, full-featured ecommerce solution, delivering:



- ✓ High scalability and flexibility.
- ✓ Seamless integration capabilities.
- ✓ A robust ecosystem enabling comprehensive and cohesive digital transformation.
- ✓ Improved user experience.

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AI-enabled efficiency:

The OSF team leveraged the AllAi Productivity platform to enhance implementation efficiency. AllAi offers comprehensive assistance to developers working on Salesforce projects.

In the Algar Telecom project, the AllAi tool consistently demonstrated its effectiveness by providing valuable support across various daily activities:

- From the discovery to the delivery phase, significantly streamlined and enhanced the workflow of all professionals involved in the project.
- Its seamless integration and user-friendly interface greatly facilitated task execution, resulting in improved efficiency and productivity.
- The AllAi tool proved to be an indispensable asset, empowering our team to deliver exceptional results that exceeded client expectations.

RESULTS

Business efficiency, scalability, and optimized user journeys

The project impacted 18 regions with different offers, leading to a **71% increase in digital sales**.

OSF's solution effectively tackled Algar Telecom's challenges to deliver a robust ecommerce platform, offering notable advantages:

✓ **Reduced maintenance requirements.**

✓ **Scalability across regions, products, and offers.**

✓ **Standardization with market competitors.**

✓ **Optimized user journey, ensuring a simpler, faster, and more secure user flow.**

✓ **The overall enhanced customer experience positively impacts Algar Telecom's NPS (Net Promoter Score).**

RESULTS

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Enhanced visibility, greater customer engagement, and higher sales

With the migration to Salesforce Commerce Cloud, Algar Telecom gained significant business benefits.

Financial & Strategic Benefits:

Increased sales and higher average ticket values, leading to improved revenue, profitability, and a stronger market position.

Operational Advantages:

Improved website management, agility in promotions and offers, and enhanced scalability. Utilization of dynamic offerings and AI, resulting in an elevated user experience.

Management Benefits:

- ✓ Enhanced visibility into operations, streamlined processes, reduced complexity, and standardized practices, contributing to better decision-making, increased efficiency, and overall performance enhancement.
- ✓ The modern, robust, and highly scalable platform empowers executives to make informed, data-driven decisions, stimulating revenue growth and overall business success.
- ✓ Real-time application of decisions on pricing, promotions, and offers—positions the company as a major player in Telecom sales.

RESULTS

Revenue and orders 2.5x higher in the 12 months after implementation

The migration to Salesforce Commerce Cloud led to substantial marketing benefits:

- ✓ Increased iterations in ecommerce drove better market positioning, resulting in a **20% increase in organic traffic**. This leads to increased brand awareness, greater customer engagement, and higher revenue.
- ✓ Following the launch, the new ecommerce platform processed over 4,600 orders via guest checkout and generated USD \$100K in revenue.
- ✓ Reduced time to market due to streamlined execution of promotions, events, and campaigns. A configurable product catalog provides the agility that the marketing team needs to launch new products, offers, and promotions.
- ✓ Implementing a new site with enhanced features provides greater visibility for the business, attracting more customers and facilitating more sales.

RESULTS

Reduced costs and increased productivity

The migration to Salesforce Commerce Cloud empowered Algar Telecom to reduce costs and boost productivity:

Reduction of manual tasks, leading to significant time and cost savings.

A more robust, practical, and agile platform provides easy maintenance, configuration, and evolution.

Automation of processes and streamlined workflows allows employees to focus on more strategic tasks—increasing productivity and efficiency.

The company can optimize resource allocation and potentially reduce workforce size, resulting in cost savings.

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RESULTS

Accelerated business growth

By streamlining processes and reducing costs, the implemented solution has allowed Algar Telecom to serve customers more efficiently, resulting in improved customer satisfaction and loyalty.

- ✓ Algar Telecom can generate product offers quickly, respond to market trends, and gain a competitive advantage.
- ✓ Additionally, the implementation of new analytics metrics has provided valuable insights into customer behavior and helped optimize marketing strategies.
- ✓ These improvements increased sales and facilitated entry into new markets, accelerating business growth.

Algar Telecom has transformed its ecommerce strategy and platform with a seamless "**3-click buying experience**" to become an experience-driven marketplace:

- Low-code platform offering more autonomy for the business.
- Faster and more intuitive navigation.
- Improved buying process through guest checkout.
- Better SEO.

NEXT STEPS

Ongoing enhancements for optimized processes

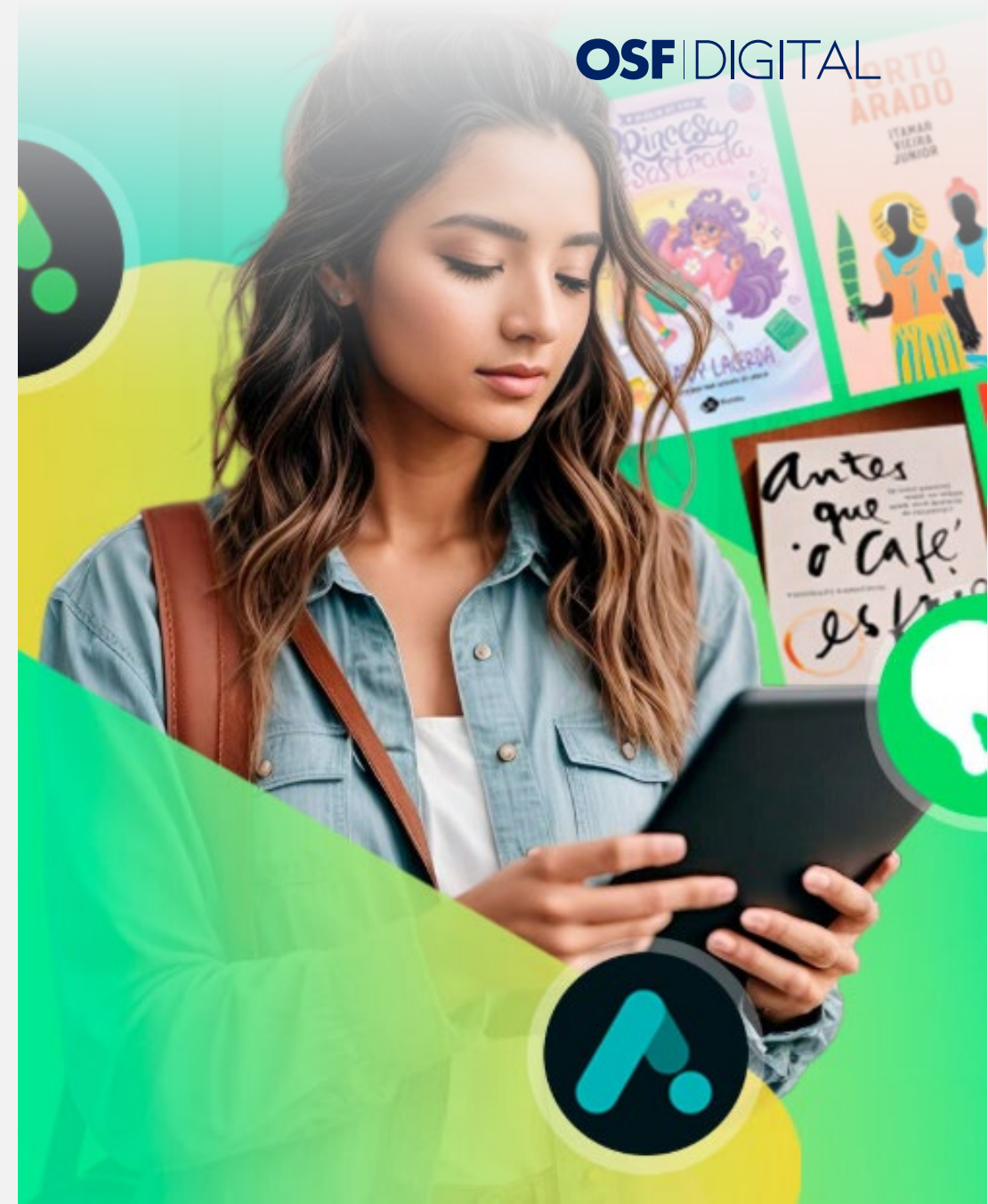
OSF Digital is committed to continuously improving Algar Telecom's ecommerce solution through our Growth and Evolution program.

Our initiatives include the following:

- Enhancements in analytics and SEO capabilities.
- Development of new features to allow for changes or additions to services for existing customers.
- Addition of new static pages, customized to meet the customer's specific requirements. These pages will enhance Algar's online presence and provide valuable information to its target audience.

Future projects defining Algar Telecom's continuous innovation will involve the following components:

- Marketplace
- Hyper-personalized customer journeys
- Generative AI
- Digital
- Social commerce



SHOPPERS TESTIMONIALS

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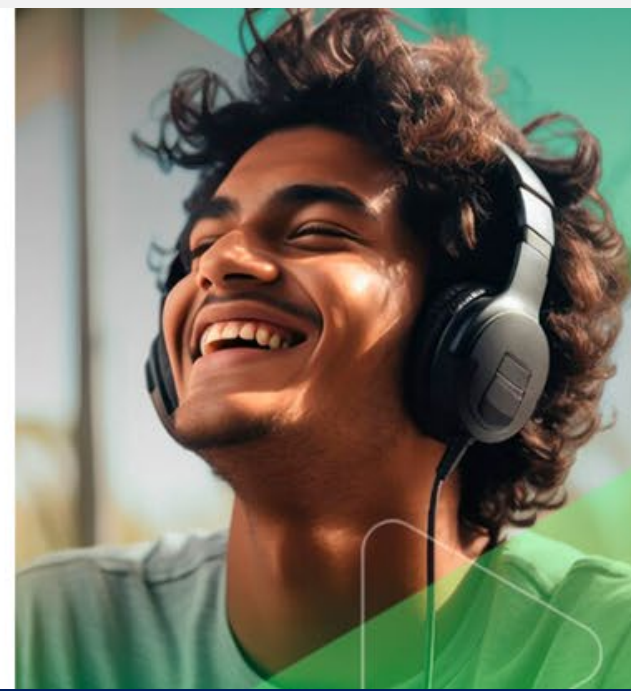
Our work through the eyes of Algar Telecom's clients

Shopping on the Algar Telecom website was an incredible experience. I was able to find what I was looking for quickly and easily.

Luís M.

From my experience in other purchasing processes, I found the site very presentable, and I didn't notice anything that could be improved. Very good.

Sandro L.





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THANK YOU!

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