



## Charter Global

# CASE STUDY – Tech Triumph: Charter Global’s Strategic Overhaul for Enhanced Customer Engagement and Competitiveness

Implementing cutting-edge technology in system updates allowed the client to maintain competitiveness within its industry.

### About the Client

The client serves leading retailers and multiple consumer industries such as airlines, home improvement, and hotels. They develop customer loyalty, rewards, marketing, and customer retention programs to increase customer confidence, loyalty, and engagement.

### The Challenge

The client had reached the limit and capabilities of its outdated technology and was unable to keep up with company growth and the current market. Without a major overhaul of their systems, the client could not implement industry-leading technology and practices in order to stay competitive. The client lacked the necessary expertise and staffing resources to complete the task.

## Solution

Charter Global built a team of experienced .Net, Java, and SQL server developers, along with an IT administrator, to solve the client's complex, multifaceted challenges. Custom migration scripts and product features were developed, as well as unique wrapper applications that would translate the client's outdated business models to more current models without requiring code changes.

**eMarketing:** The client's existing eMarketing products provided the capability to target users through multiple touch points, including email, banner ads, ATM, call centers, and social media. The latest version of the products had been redesigned and rebuilt to support scalability and cloud hosting.

The update, however, created a new problem. As customers attempted to access the client's products, they were directed to the old site, and then redirected to the new site. Charter Global migrated the old version of the product to the updated version, allowing direct customer access, with no downtime to the client's systems.

**Customization and maintenance of external customers:** Many of the client's customers use an external CRM system such as IBM® UNICA®, or Teradata. Charter Global installed the software for these CRM systems on the client's servers, allowing its customers to create and monitor marketing campaigns in the CRM system, while a separate application acts as the delivery agent. Charter Global managed day-to-day issues and customizations for these CRM customers on the client's behalf.

**Rent-Buy-Own:** Charter Global developed branded, self-service DVD kiosks that enable consumers to log directly onto a highly interactive Rent-Buy-Own website where they can search and select DVD titles, locate the nearest kiosk, check for availability, and reserve or purchase titles online.

## Results

Charter Global provided staff augmentation, technology expertise, and offshore resources to help the client meet its project goals. The updated technology and products were created on time with little to no downtime, allowing the client to improve operational efficiency, connect more effectively with its customers, and ensure an optimal customer experience.

## Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune 1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

## About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.