

NOKIA.COM

Global digital transformation of nokia.com

Re-inventing the Customer Experience & overall Content Strategy.

CHALLENGE

A large digital transformation of nokia.com with the primary challenges:

- improve the customer experience
- create a new content strategy model (strategy & CMS) to reduce costs & align brand across all unites. Executed Nokia wide globally across all regions/languages
- reduce costs associated with offline support

RESULT & OUTCOME

The new site took over two years to build. Nokia's care organisations became more collective in their approach to the customer experience as well as technology advancement. Several legacy systems were phased out & replaced or simplified. Several business units were merged.

The end user experience radically improved with a much more streamlined approach taking on the "google search" ideal. Happier customers. Happier Nokia Care. Happier organization.

ADDITIONAL NOTES

I took on similar projects within the digital transformation of nokia.com over a 3 year period for Nokia's App store Ovi, Nokia Maps (HERE), Nokia Smart Devices, Microsoft Windows OS & I worked with the Nokia Sales team in Sales Funnel / E-Commerce concepting, however this project never went live due to internal structural changes

PROJECT DELIVERABLES

A complete new Nokia.com Care experience supported by:

- research and analysis (quantitative, qualitative & design thinking)
- business unit & stakeholder mapping
- financial modelling / budget mapping for each organization
- technology mapping for each individual technology solution
- business design / solution concepts
- business and operating model considerations
- collective value proposition work for Nokia Care
- site user journey / information architecture
- service design blue-print
- wire-frames
- detailed design & functional user stories, user scenarios ready for agile SCRUM development teams
- testing strategy & cases setup
- strategy for on-going iteration to be taken over by nokia.com internal teams

