CASE STUDY

DELIVERING TRUE OMNICHANNEL ENGAGEMENT FOR WILEY EFFICIENT LEARNING

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Wiley is a global provider of knowledge and knowledge-enabled services that improve outcomes in areas of research, professional practice and education. Through the Research segment, the Company provides digital and print scientific, technical, medical, and scholarly journals, reference works, books, database services, and advertising. The Professional Development segment provides digital and print books, online assessment and training services, and test prep and certification. In Education, Wiley provides education solutions including online program management services for higher education institutions and course management tools for instructors and students, as well as print and digital content.

THE BACKGROUND: SHIFTING FROM PRINT MATERIALS TO A DIGITAL, OMNICHANNEL MODEL

In the past, students and educators relied on lengthy, physical texts to prepare for their exams, requiring them to carry static study materials that often became outdated the moment they reached print. Today, educational content providers like Wiley are tasked with finding innovative ways to offer this content digitally to bolster customer engagement for the next generation of students, educators, and exam takers. Seeking a better way for existing customers to immerse themselves in its digital eLearning content, Wiley reached out to EPAM to revamp its Wiley Efficient Learning site (efficientlearning.com) by implementing an eCommerce-based, omnichannel engagement model.

THE CHALLENGE: REPLACE OUTDATED ECOMMERCE SYSTEMS & TRANSFORM THE CUSTOMER EXPERIENCE

After years of steady revenue growth, Wiley found that its B2C eCommerce platform for Wiley Efficient Learning was becoming difficult to maintain and use, creating inefficiencies in customer order support and product management. The outdated system relied upon three separate, third-party platforms to execute a single online transaction, resulting in a complicated customer checkout experience on the front-end.

With the goal of implementing a more efficient, robust, and modern eCommerce engine to power Wiley Efficient Learning, Wiley challenged EPAM to find a solution that could engage customers more seamlessly and provide users with one standardized, state-of-the-art experience across nine products, with plans to continuously add new items.

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THE SOLUTION: IMPLEMENT HYBRIS AS A STANDALONE ECOMMERCE SOLUTION

Using a globally distributed team with experts in five locations, including onsite support for the client, EPAM implemented SAP Hybris to provide an end-to-end commerce platform with the following features:

- Digital and physical product catalog management
- Shopping cart
- Tax and payment processing
- Standardization of PCI-compliant Wiley Payment Gateway
- Rich integrations with existing Wiley backoffice systems
- AWS infrastructure solution to host SAP Hybris platform

In addition to implementing the out-of-the-box Hybris platform and integrating it with AWS, Adobe Analytics, Oracle Eloqua, and other internal systems, EPAM completed the following customizations:

- Custom product variants for both physical and e-books
- PIN-code activation checkout flow for redeeming digital products
- Advanced checkout flow depending on order conditions, which includes special considerations for students and partners

On the front-end, the latest release of **efficientlearning.com** is designed specifically to adapt to the changing education-buyer journey, offering a single destination for Wiley's accounting, finance, and business exam review products. Wiley is rapidly evolving from a printed product-centric approach to one that is more customer-centric. With this in mind, EPAM integrated a Hybris-specific, responsive user interface across all channels of efficientlearning.com to create a more closely connected digital customer experience for Wiley's users.

If you're interested in learning about EPAM's eCommerce capabilities to digitally transform your business, please contact us today.

CONTACT US AT SALES@EPAM.COM

(i) For more information,
PLEASE VISIT EPAM.COM

<epam>

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THE RESULT: A CUSTOM ECOMMERCE SOLUTION IMPLEMENTED WITH ZERO DOWNTIME

"As we continue to scale our direct-sold eLearning products, we are investing in improved customer experiences from content discovery to course delivery and post-purchase care and support. EPAM has become a trusted partner as we push the edge of innovation when it comes to digital commerce services. Their ability to understand the big picture, together with their proven technical competency and delivery track record, made them our choice for this important digital initiative."

CLAY STOBAUGH, CMO, WILEY

With the launch of the fully revamped efficientlearning.com, Wiley solidified its standing as a global leader in eLearning and digital publishing. With EPAM's help, the solution powering Wiley Efficient Learning is a world-class, customized eCommerce platform, which has led to the following positive results for the client in the first five months since implementation:

- 30% increase in year-over-year revenue
- 70% increase in year-over-year mobile revenue
- 12 successful releases since March 2016 with zero downtime
- Thousands of free trial sign-ups for digital products