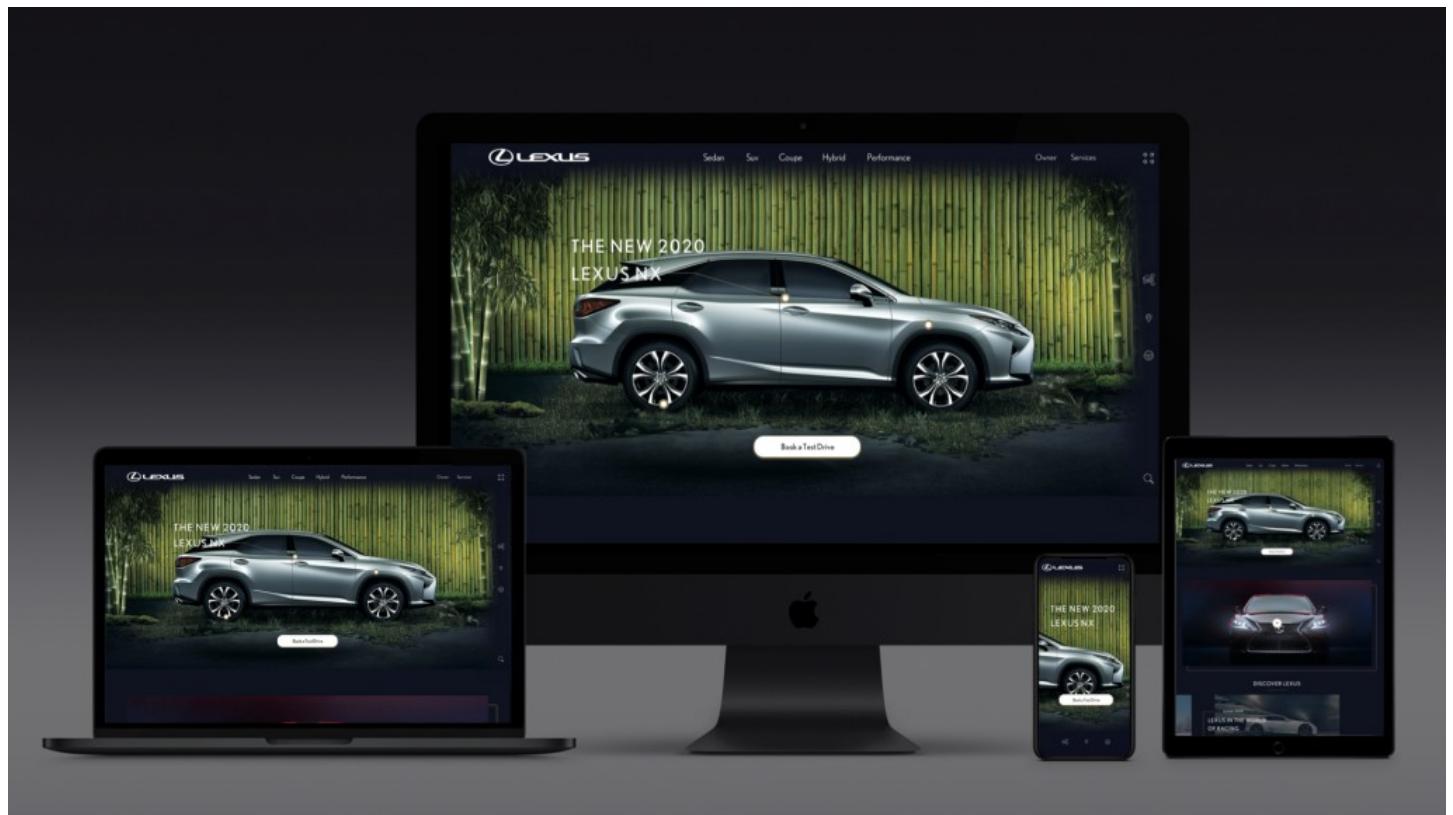


EROE Delivered a transformed LEXUS digital experience

Lexus new customer centered mobile experience allows users to acquire a car through chat.



Dubai, Jul 13, 2020 ([Issuewire.com](https://www.issuewire.com)) - Commissioned by Abdul Latif Jameel Motors the transformation transition for LEXUS brand in the region has posed an unique set of challenges and opportunities of gaining insight on the GCC-based user-persona and its role in driving digital transformation.

To stay at the forefront of innovation and to better solve their customers needs Lexus Recently upgraded their digital experience. The core objective was to improve the current customer experience, user-experience & provide a mobile-first approach to its end-users.

A few months ago Lexus requested that its existing website (lexus.com.sa) should be remodelled by [Eroe](#) for a distinct online presence that will improve the user experience by using new digital strategies to further satisfy the stakeholders.

The purpose of the transformation was to build a new platform in support of a Sitecore experience as well as improve the user-experience and mobile-friendly interfaces.

After Comprehensive analytical & data-driven studies taking in account emotions, customer behaviour, attitude, user-person & technical factors, the challenges faced with the former website were found to be target audience exits due to customer journey disruption & technical difficulties users encountered while interacting with the platform.

A key role in delivering the enhanced Lexus experience was using the Sitecore Experience Platform and providing comprehensive digital marketing tools, an in-depth view of customer data, and machine learning-generated insights to personalize experiences across Lexus channels.

As studies suggested the need for a comprehensive digital transformation of Lexus online Presence, [Eroo](#), digital transformation agency proceeded with the following strategy:

- A mobile-first approach to responding to a consumer behaviour trait of using mobile phones more frequently than other devices. Taking into consideration the number of time users spent with their phones, the first step to digital disruption was to go where the customers are and develop a platform that is mobile device friendly.
- Transforming the offline offerings into a digital product offering[Text Wrapping Break]By moving the offline experience into the digital world, consumers used the digital tools exponentially by creating a personalised experience of the ideal product resulting into a higher rate of a potential purchase.
- Creating a digital shopping experience[Text Wrapping Break]Anticipating client's expectations by customer insights was instrumental in creating a unique identity for the products that customers are purchasing.
- Page speed navigation & ordering process simplified

Speed matters when it comes to digital experiences. Based on customer behaviour of moving fast between digital content sources, improving the page speed, site size and loading time has led to a successful retention rate of digital users.

The changes implemented upgraded the user interface and user experience of Lexus to be able to accomplish their business goals, decreasing page exists, acquiring more clients, and driving digital transformation.

This invariably tailors down or in line with the vision of Lexus to capture desire, ignite the emotions & help people to experience the amazing, recognizing human-centred approach & strengthen the differentiation through digital transformation initiatives.

From now on Lexus customers can enjoy:

- Improved primary navigation for ordering a car – as visible on the website.
- Redesigned Order form – as shown on.
- Integrated automated online chat support with the car purchase functionality.
- The restructured mobile version of the website – as updated on the product page.

The results of the transformation resulted in a notable increase of over 300, 394 new users (doubled the number of existing users), page speed, fewer page exits and the average session duration per user increased by 100%, thereby increasing competitive edge.

Now Lexus audience & customers can enjoy an uninterrupted digital experience.

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