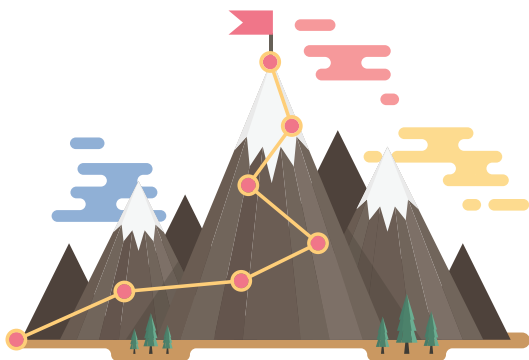# Modern Delivery - Hyper Productivity through Digital Transformation

A leading health and services provider owned international chain of fitness centers, clubs and, spas with 127 centers across 27 States and 35 major markets in the United States and Canada.

Business Challenges

The principal challenges faced by the client were:

- Wanted efficient management and maintenance for their 32000+ internal users, 100+ apps, 800+ support tickets/month, 9 business units and 135+ sites, 10,000+ network devices and 100+ security devices
- Technology decisions taken without long-term considerations. Business critical applications with existing vendors were lacking in performance resulting in customer dissatisfaction
- Poor data quality was resulting into lost opportunities for attracting and retaining memberships and more

Modern Delivery Approach and Solution

Hexaware with their proven expertise across various domains and verticals partnered with the client to provide Agile transformation and Modern Delivery solution that enables projects to deliver with optimum efficiency. The advantages provided by our solution includes:

- Agile transformation of all business units using cross-skilled product pods with outcome-based model and 100% transparency into team performance
- Commitment of 20% total productivity improvement and 10% reduction in production defects within 12 months
- IT and business alignment through an Agile Product Management mindset to eliminate duplicate efforts and disjointed experience
- Focus on automation and BizDevOps across the entire SDLC
- "One team" philosophy – all developments are contained within both Hexaware and the client teams. Taking an unforgiving approach to view all teams as "one team" increased the morale and overall performance

Business Benefits Gained

Hexaware's Modern Delivery helped our client achieve hyper productivity for a customer-centric agility from ideation to deployment and seamless security to help derive many advantageous benefits without compromising on efficiency and quality as listed below:

- Improved App Rating in App star that progressed from 1.0 to 4.7 in 12 months

- Higher Sales – 11K Online Membership Sales 12/1, Black Friday 56%, Cyber Monday 45%, and the ecommerce sales boomed by more than 100%

- Cost Reduction of 35% was achieved in cost-per-story-point

- Better ROI – 260% online registration member adoption to ROI goal

- There was a sharp rise in website visits by almost +60% unique visits

- Better Conversion - +41% YOY lead to membership conversion

- A marked increase in output of +25% during the transition year itself

- Splendid 30% reduction of defects in post-release defects

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— Automate Everything®, Cloudify Everything®, Transform Customer Experiences®.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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