



Product:
One-X Framework
IMPACT™

Experience Transformation for a Fortune 100 Telecom Company

INDUSTRY - TELECOM

GEOGRAPHY - GLOBAL



SUMMARY

A leading telecom provider sought to revamp its company website with a futuristic vision, incorporating next-generation e-commerce trends for the next five years.

Solution

Leveraged the One-X Framework IMPACT™ to design a gamified, transactional site catering to Gen Z demands. The solution featured data-driven designs and integrated cutting-edge trends for a transformative user experience.

Challenge

Understanding Gen Z needs and analyzing 75 emerging technology trends while processing insights from over 1,500 Gen Z audiences and 300K social profiles.



Identification of key futuristic trends



16%
predicted increase
in conversion rates