Project Type

ECOMMERCE AND THE NEW ONLINE SALES OPERATION

Created on Magento one and then updated to Magento two, the AT&T E-commerce was born from merging Nextel with Iusacell, both old telecommunication brands united by AT&T and the growing necessity to enter online selling; AT&T was the first telecommunication e-store.

In charge of Frontend Development, Customer Experience and Service Design, Stock management, eCommerce KPI strategy, Delivery, and any improvement from customer reports or internal operations for post and pre-sale.

softserve

AEM ONLINE AND ECOMMERCE 2021

The last Adobe Experience Manager AT&T site in Mexico is the evolution of a Nextel CQ5 first Mexico implementation, five full rebranding experiences, creation of an Online Sales operation connected with the physical stores and Fulfillment, a layer of AI called Sensei from Adobe, Marketing automation for postpaid or prepaid sales, Post Sale Customer Experience redefinition, Physical sales understanding, Social Media alineation and Email Marketing automation.
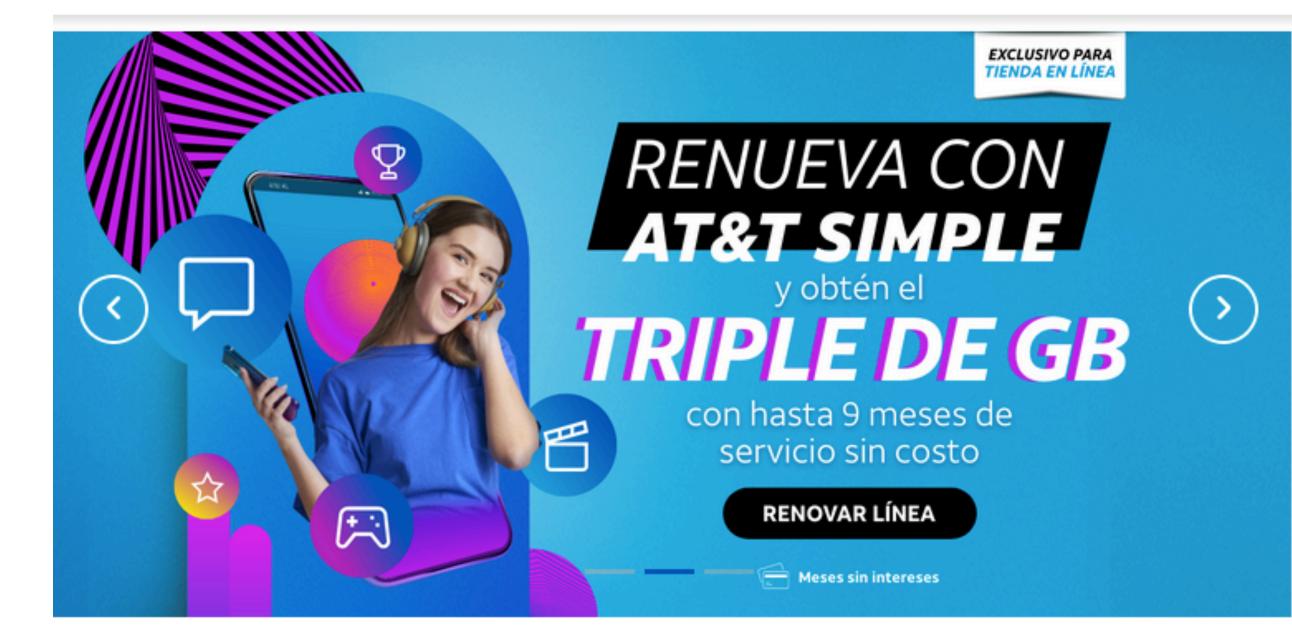
The Postpaid part of the site is divided into two Unefon as other brands and AT&T postpaid also with its own rules, Any other initiative or microsite like AT&T Social Responsibility, AT&T it can Wait, sale accessories, upselling, was in the scope too.

In all of this, I was involved as a Coordinator and at some point as a Manager and Owner, Leading a multidisciplinary national team.