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STAR Awards
2025

2025 TSIA STAR Awards
Featured Application

Innovation in Customer Portals that Improve the Digital Customer Experience

Lenovo is a US\$69 billion revenue global technology powerhouse, ranked #248 in the Fortune Global 500, and serving millions of customers every day in 180 markets. With 70 million expiring service events occurring annually, Lenovo delivers a frictionless digital buying experience for Customers to renew or refresh their hardware within a single platform. We call it “Smarter Renewals” and this allows us to automate many tasks and motions for greater visibility and conversion requiring innovation in our Customer Portal, and innovation in our holistic digital CX.

In our effort to meet the growing expectations of Customers and our accelerated goals of business growth, the Smarter Renewals program encompasses the platform while enabling education on the value of the program. This enables us to move with speed, agility, and impact – driving new revenue streams for Lenovo and our Channel Partners. Expanding support from IDG alone to both IDG and ISG has fueled exponential growth, scaling the business from under \$25M to over \$400M and continuing to rise.

Innovation & Creativity

Early in our transformation, we recognized technology should enable rather than define the Customer Experience, through automation, personalization, and scalability. Lenovo continues to innovate with a Customer Portal that’s not only best-in-class in capability, but also central to enabling and educating around our holistic Smarter Renewals solution.

Unlike one-size-fits-all platforms, our portal, part of a broader SaaS product, is uniquely tailored to our CX needs. This customization gives us a competitive edge over “shared instance” renewals software and allows us to build a connected ecosystem supporting ongoing innovation, including AI-driven data ingestion and enriched digital experiences like our Resource Center.

Balancing Short Term Wins with Long Term Transformation

With an opportunity volume of 70 million expiring service events annually, we needed a Customer Portal to scale Smarter Renewals across internal sales, Channel partners, and End Customers. Despite challenges with people, processes, and technology, our goal was clear: use the portal to inform Channel conversations and unlock opportunity.

To bring this vision to life, we built a unified ecosystem

around the portal to deliver a seamless digital experience that empowered Stakeholders with real-time access to opportunity data – driving smarter, faster decisions without losing the human touch.

Today, the portal supports 80% of total revenue opportunity, enabling visibility, quoting, and notifications across 22 countries and all routes-to-market. It empowers Lenovo Sales Reps, Channel Partners, and End Customers with shared insights driving stronger engagement and conversion outcomes.

Customer Centric Approach

Customer Portals can only make an impact on the overall Digital experience alongside holistic program design and best-in-class enablement solutions. More than just an out-of-the box portal, we embedded the portal experience into a grander digital CX vision. We needed a comprehensive rollout plan in 22 countries and 12 languages to make sure that all parties, both internal and external, were informed about the improvements being made, the timing of changes, and what actions they needed to take.

On-Demand contract renewal and upgrades without complexity (fig.1)

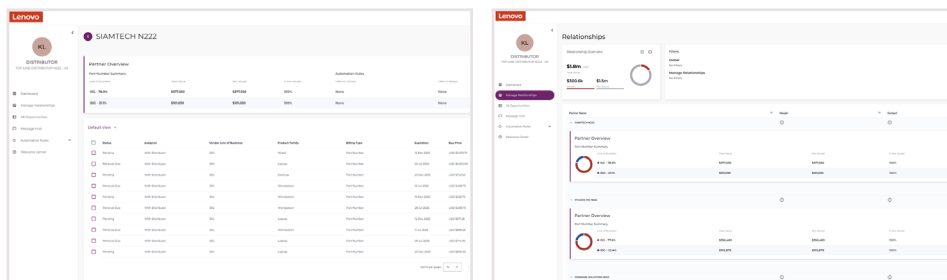


fig. 1
Customer Portal

Lenovo amplified communication of value by launching a **Resource Center (fig.2)** to deliver clear business context and articulate the “Why” and “How” behind Renewals to the broader Stakeholder community.

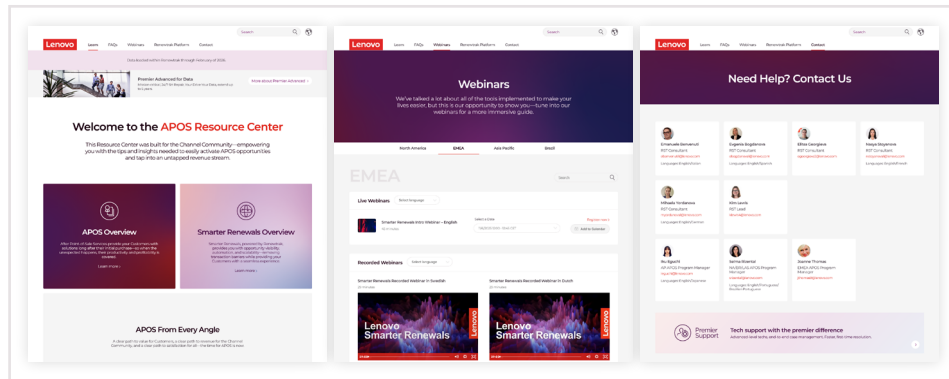


fig. 2
APOS
Resource
Center visual
example

Automated quotes and notifications across a complete customer journey experience, supporting 2,300+ variations per country (fig.3)

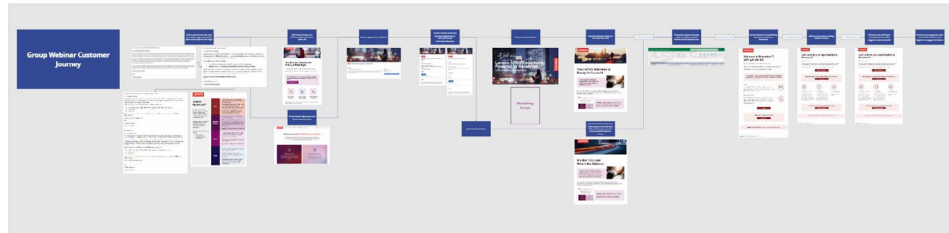


fig. 3
CX Journey

Impact & Results:

- 16x growth in business performance in less than 5 years – expanding from supporting <\$25M in revenue to over \$400M revenue
- 26x growth in business performance when considering our Channel route-to-market
- 8x improvement in renewal rate
- >\$800M opportunity ingested annually into the platform for visibility and automated quote/notification motion
- 4000+ Channel Community entities onboarded across 22 countries

Execution & Implementation

Total Portal Customization for Highly Personalized CX

- We tailored our Customer Portal, part of a broader SaaS product, to meet Lenovo's unique CX needs, giving us a competitive edge over “shared instance” renewals software
- We built a dedicated **digital first Resource Center** to build critical awareness around the “why” and “how” of Smarter Renewals, reinforcing adoption across the full Digital CX journey
- Early challenges highlighted the importance of meeting customers where they are – driving improvements, targeted enablement, and education to overcome objections and accelerate engagement

Customer Portal Innovations Coupled with Strong Data & Insights Drives Rapid Value

- Delivered on-demand, frictionless contract renewals and upgrades without complexity for all users across 22 countries and 12 languages to drive global channel activation
- Executed a repeatable, automated motion for ingesting data files enabling scalable operations and consistent performance
- Built a flexible ecosystem around the Customer Portal designed to support evolving advancements in AI for data ingestion, enrichment, and activation

Adoption is a Challenge, but Digital Innovation and GTM Voice in Geo is the Answer

- Assigned program SMEs in each geo as trusted advisors to drive portal adoption and maximize utilization
- Established clear communication on the who, what, why, where, when, and how of any automated program
- Continued evolving from reporting to actionable insights, highlighting key revenue growth opportunities through AI-driven data visualization, propensity scoring, and reduced latency to prioritized information



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