Omni channel B2C Customer Experience Transformation
Middle eastern retailer

Industry: **Retail Industry**   Region: **UAE**

Challenge 👍

Customer had the challenge of offering a true Omni-channel customer experience to their customers and meeting the digital needs of the next generation with their traditional retail stores.

Solution 💡

- Bi-lingual website with UI enhancement with responsive UI Pages.
- Order Mgmt., Product Management, Content Management
- Integrated Commerce platform with Payment Gateway, Store Locator, Delivery Slot, Google Analytics, Marketing , Service etc.
- Integrated and end to end order process with SAP Hybris Commerce and S4 HANA Retail
- Scalable and future ready platform for adoption of latest innovations

Results ☆

- Reflect the tradition of the customer brand and cater to the digital needs of the next generation
- Establish the foundations for the development of a true Omni-channel experience for their customers
- Ensures that digital embraces the store estate and does not compete against it
- Ease of use for customers and employee.
- Provide advanced customer self-care and customer service.

BOSCH