


DIGITAL CUSTOMER EXPERIENCE THROUGH OMNICHANNEL DATA PLATFORM





There is something absolutely unique about you. And if there is one industry that needs to recognize your own unique style, it is the world of fashion. But with fragmented, poorly managed data, our client was unable to build a complete, unified picture of customer preferences and tastes. As a result, it had no choice but to offer everyone the same off the peg experience.

PROBLEM

As part of an 11-year engagement with our client, we were asked to help them improve customer experience by better managing customer data. The problem was that they had so many different data repositories that a single view of the customer was impossible. The growth of the online business made the problem worse, since there was little integration between online and offline data.

As retail moves into the omnichannel era – where retailers aim to interact with customers consistently and efficiently regardless of the channel they use – we wanted to help our client bring all their data together with omnichannel reporting.

SOLUTION

We created a single, central data lake, enabling our client to track customers across channels. We mixed and merged data on different levels, incorporating demographic and sales history data along with third party data.

Once the data was consolidated, we then helped them refresh the analytics ecosystem, setting up DataLabs, a metadata-driven framework for synchronizing data with zero latency to replace an ageing technology stack. Built around Domino as the analytical model incubation platform, it helped us to remove inconsistencies and reduce model incubation time. The final part of the jigsaw was to integrate the new data and analytics environments with the campaigning platform, in this case SFCC (Salesforce Commerce Cloud).

Our client now has an innovative digital marketing tech stack that enables sophisticated personalized marketing. Our analytics platform enables us to predict customer behaviors and propensities – and to deliver relevant messages and offers through online channels such as Facebook and Google. Dynamic content optimization then enables the web experience to be tailored further, using AI techniques to ensure that personalization becomes even more effective over time.

**SUPPORTING
2 BILLION
CUSTOMER
VISITS PER
YEAR**

**ANALYTICAL
INCUBATION
TIME REDUCED
FROM
8-10 MONTHS
TO 2 MONTHS**

**A SINGLE
VIEW OF
135 MILLION
CUSTOMERS**

**REUSABLE METADATA-DRIVEN
FRAMEWORK FOR DATALABS
REDUCED ENGINEERING
EFFORT BY 50%**

**WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU.**

Time to market for new analytical models is less than two months now, compared to approximately 10 months it used to take earlier, enabling our client to create and deploy campaigns in a much more agile way.

It also revolutionizes the customer experience, because we can recognize the unique tastes, style and behaviors of each customer and deliver an experience that suits them.

Proving that, in business and in fashion, one size does not fit all.

**Find out more about
how we can optimize
the e-commerce
experience for your
customers.**

**Reach out to us at
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