

# BEST STORIES OF OMNI-CHANNEL COMMERCE





## Unified consumer experience with e-commerce and self-care for a large telecom operator across 16 countries

### Benefits Delivered:

- Customer advocacy increased by up to 20%
- €3 million savings per year
- Up to 43% increase in e-sales

### Solution Highlights:

- Templatized global development and rollouts
- Adaptive user experience
- Factory approach for improving reusability across markets

### Service Offerings:

- Strategic Roadmap
- Product Evaluation and Selection
- Implementation
- Infrastructure Services
- Independent Validation Services



## Omni-channel and integrated retail experience with e-commerce, loyalty management, and online marketplace platform for seven brands of a large US retail giant

### Benefits Delivered:

- Approx. 30% business growth online
- Accelerated development – 24 releases a year
- Faster feature releases to market

### Solution Highlights:

- Deep automation and CI/CD across life cycle stages
- Performance engineering for holiday readiness
- Development of marketplace functionality

### Service Offerings:

- Service Enablement
- Accelerated Development
- Infrastructure Services
- Independent Validation Services



## Collaborative omni-channel commerce with buy anywhere, fulfill anywhere, and return anywhere function for a leading chain of beauty superstores in the United States

### Benefits Delivered:

- Up to 42% increase in traffic from mobile devices
- Cyber Monday sales grew by up to 53% year-on-year

### Solution Highlights:

- M-commerce app development and responsive web design for the e-commerce site
- Guest collections: Create and share own photo collections using mobile app and share your experience with your social circles
- Cached inventory and multi-threaded order processing to optimize fulfillment
- Integration with loyalty management system

### Service Offerings:

- M-commerce app and Responsive Web Design
- Version Upgrades
- Performance Engineering
- Automation for accelerating the Testing and Support Operations
- Application and Infrastructure Support



## Your favorite food-to-go. An American multi-brand with location and time-of-the-day-based dynamic menus for the end consumer

### Benefits Delivered:

- Up to 13% increase in online orders
- Approx. 25% increase in average order size
- Seamless user experience across channels

### Solution Highlights:

- Dynamic menus based on location and time of the day
- Multi-tenant, multi-lingual extensible solution
- Site integration with restaurant POS and restaurant kitchen

### Service Offerings:

- Technology consulting with phased roadmap and multi-release approach
- Implementation Services, Performance Engineering
- Independent Validation Services
- Application Support Services



## Maintenance and support operations with flawless peak season management for a large retailer

### Benefits Delivered:

- Distributed agile with weekly and bi-weekly sprints
- Managed peak seasons through holiday readiness
- Up to 20% productivity improvement due to automation of key tasks

### Solution Highlights:

- Adaptive user experience by complete redesign of site
- Automations and development of customer service representative utility for faster ticket resolutions
- Business readiness and performance engineering for peak season readiness

### Service Offerings:

- Maintenance and Support Operations
- Automation for accelerating the Testing and Support Operations
- Independent Validation Services
- Peak Season Readiness Interventions



## Cloud-based, multi-channel next-gen productized platform with enhanced customer and store associate experience for a leading European telecommunications company

### Benefits Delivered:

- User subscriptions increased up to 30%
- Customer satisfaction scores improved by up to 25%
- Cloud-based, omni-channel, next-gen platform
- Adjudged best authenticated site in the industry

### Solution Highlights:

- Mobile first approach with adaptive user experience across different channels
- Multi-brand, multi-channel, multi-device, self-service capabilities through cloud-based platform
- Big data analytics for sales metrics reporting

### Service Offerings:

- Retail store mobile app and Responsive Web Design
- Implementation Services using accelerators
- Service Enablement
- Automation for accelerating the Testing and Support Operations
- New Market Rollouts



## Multi-country, highly scalable, and reliable B2B commerce platform with punch-out functionality for a leading US-headquartered medical equipment manufacturer

### Benefits Delivered:

- Revamped B2B commerce platform across global instances to make it more scalable, reliable, and maintainable
- Robust integration with geographically different internal and external systems, and ERPs
- Up to 50% improvement in customer onboarding time
- Lower TCO by reusing the existing customers' investments

### Solution Highlights:

- Global platform design and template with scalable architecture to support needs of multiple geos (EU, NA)
- Flexible and robust integration with geographically different internal and external systems
- Multiple levels of integration with procurement systems (Punch out)
- Flexible and configurable user journeys for different customer segments

### Service Offerings:

- Strategy and roadmap definition and requirement prioritization
- End-to-end implementation on Infosys Distributed Agile
- Program Management
- Independent Validation
- Performance Engineering
- Application Support and Maintenance





## Global B2B commerce platform for an imaging and electronics products multinational company

### Benefits Delivered:

- Implemented a scalable and reliable B2B e-commerce platform to power all the client's transactional websites deployed in EMEA
- Greenfield digital program executed in iterative mode for quick wins
- Robust integrations into the company's back and front office applications and customers ERP
- Maximized upsell and cross-sell opportunities

### Solution Highlights:

- Configurable frameworks for working with multiple feeds
- Single common catalog with multiple price-lists based on operating companies / countries
- Configurable user journeys for different customer segments

### Service Offerings:

- Strategy and E-commerce Roadmap
- Implementation Services and New Market Rollouts
- Independent Validation Services
- Application Support Services

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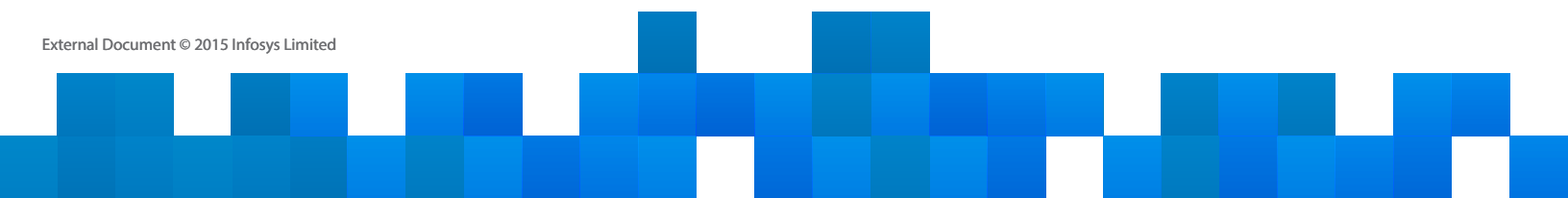
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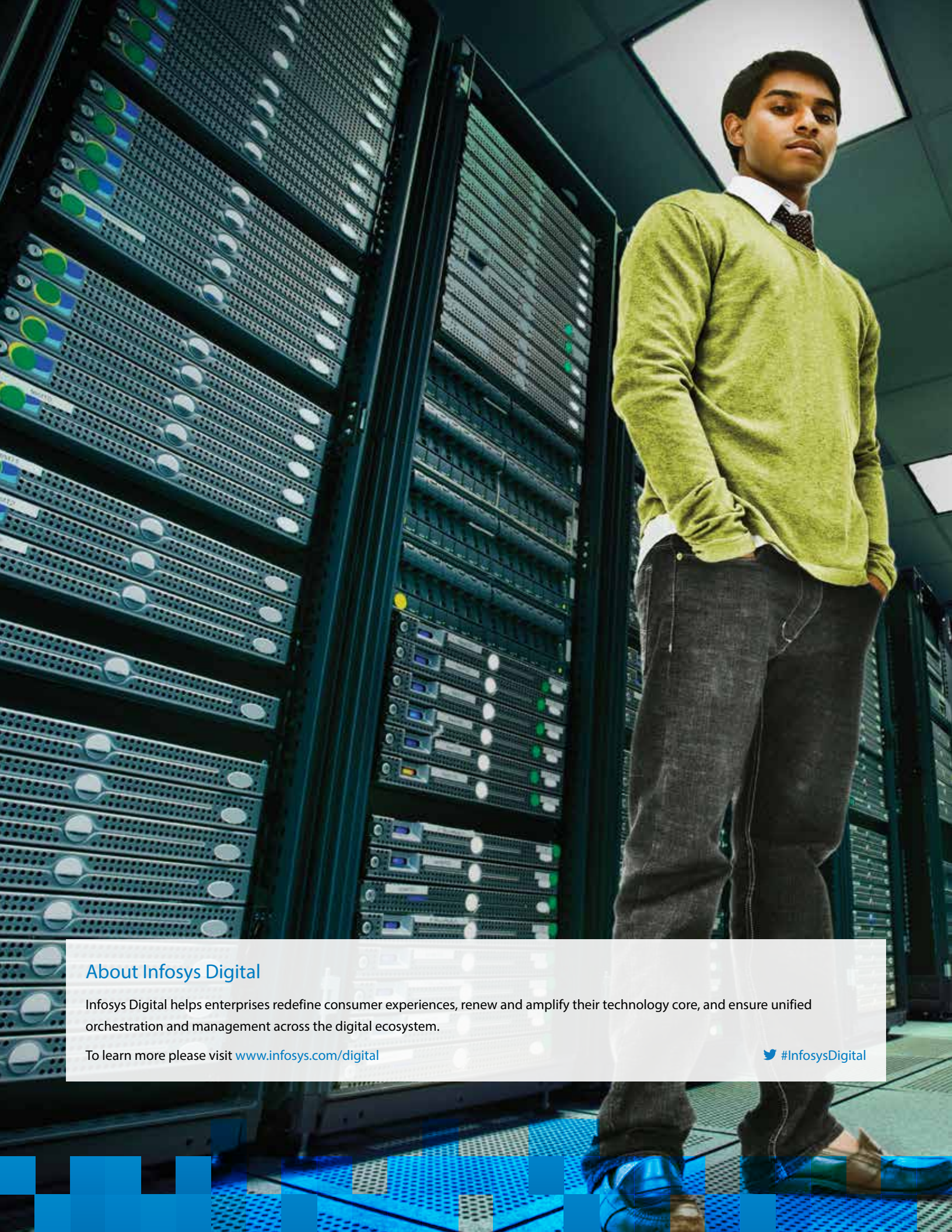
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## About Infosys Digital

Infosys Digital helps enterprises redefine consumer experiences, renew and amplify their technology core, and ensure unified orchestration and management across the digital ecosystem.

To learn more please visit [www.infosys.com/digital](http://www.infosys.com/digital)

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