

CASE STUDY

Enhancing CX Across Channels: Salesforce-Powered Omnichannel Journey for UK's Top Electronics Retailer



About **client**

A leading UK technology retailer, embarked on a transformative journey to become a digital-first omnichannel powerhouse. With LTIMindtree's support, the client upgraded their website and created an industry-leading platform, unifying hundreds of products and systems. This change aimed to enhance the shopping experience across digital and physical platforms, focusing on intuitive navigation and seamless customer journeys. Their vision included empowering an informed workforce to deliver personalized service and leveraging data insights to foster lasting customer relationships.

Business **challenges**

The client faced significant challenges that hindered their growth and customer satisfaction. Legacy mainframe systems fragmented the customer journey across multiple platforms, leading to confusing navigation and disconnected experiences, which resulted in minimal online sales. Inconsistent stock data across channels complicated decision-making processes, as customers were unsure about product availability. The absence of unified customer data prevented personalized shopping experiences, leading to generic interactions that failed to resonate with individual needs. Moreover, over 600 applications required manual monitoring during peak times, impacting data maintenance and efficiency. Additionally, the lack of a comprehensive customer view limited tailored recommendations by sales representatives, while incomplete stock visibility caused disjointed experiences in purchasing, collecting, and returning items.



Our **solution**

LTIMindtree partnered with Salesforce to implement an omnichannel solution that unified data and optimized the customer journey. This collaboration enabled the retail organization to provide customers with a fully integrated shopping experience from the physical to the virtual store across all channels and devices. This comprehensive approach addressed the client's challenges through several key initiatives:



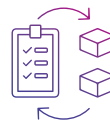
Deployed a scalable platform using commerce cloud, which improved flexibility and scalability, eliminating performance issues during peak seasons and addressing fragmented customer journeys.



Integrated experience cloud with commerce cloud to synchronize customer data across all channels, creating a seamless and personalized shopping experience.



Customized the service cloud to provide real-time views of customer history and cart contents, enabling guided selling and overcoming limitations in contextual sales.



Implemented real-time inventory management tools across all channels, significantly improving the visibility and accuracy of inventory data.



Streamlined the Order Management System (OMS) with Salesforce, providing a seamless order experience and improving cross-channel fulfillment and returns.



Enhanced content visibility and customer engagement by integrating a headless content management system (CMS) with Amplience, streamlining content creation and management, and ensuring dynamic, engaging digital content.

Through these strategic implementations, LTIMindtree and Salesforce created a unified and optimized customer journey. This transformation enabled the client to deliver seamless and personalized experiences both in-store and online.

Our **benefits**

The comprehensive omnichannel solution implemented by LTIMindtree and Salesforce brought about significant benefits, transforming the client's business operations and customer experience.



Unifying channels and touchpoints enhanced customer journey transitions across all platforms, allowing customers to move effortlessly between online and in-store experiences. This resulted in a **30-40% increase in sales** across channels, a **6-10% increase** in in-store sales, and a **15-20% increase in tele-sales**.



Streamlining the shopping journey improved data management and inventory processes, providing unified visibility across channels. This helped customers make informed decisions, ensuring a smooth, reliable experience, and led to a **30-40% increase in online conversion rate** and a **1-4% increase in average order value**.



AI/ML product recommendations and AR-based bundles drove scalable, customized solutions, projecting a **30-40% increase in online traffic**.



Empowering frontline staff with real-time **customer insights and interactions** enabled them to provide exceptional, personalized service.



Implementing hyper-personalization led to **dynamic digital experiences**, increasing customer engagement and loyalty with tailored interactions.



Enhancing search and navigation capabilities provided an **intuitive user experience**, making the shopping journey more enjoyable and efficient.

- Unified branding across channels and geographies reinforced customer trust and recognition.

Key **highlights**

Successfully migrated to cloud and upgraded their website within **12 months**

Transferred **11 million** customer records

Achieved over **600 milestones** in **16 months**

Engaged **8.5 million customers** weekly both online and in-store

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.