



B2C eCommerce transformation: A Silver Bullet for enhanced Customer Experience and improved Revenue

About the Company

The client is an Australian business with 61 stores across the east coast of Australia, a thriving digital presence over ANZ region.

Business needs and challenges:

Firm had an old generation commerce solution which was impacting online sales channel revenue. They were looking to enhance customer experience by implementing SAP Commerce solution to mitigate the Revenue loss.

Here are some of the specific needs:

- Improve look to book ratio for a B2C site
- Improve customer experience for book flow
- Improve online sales via direct traffic
- Retain customers with personalized offerings
- Seamless integration with SAP ERP



Solution

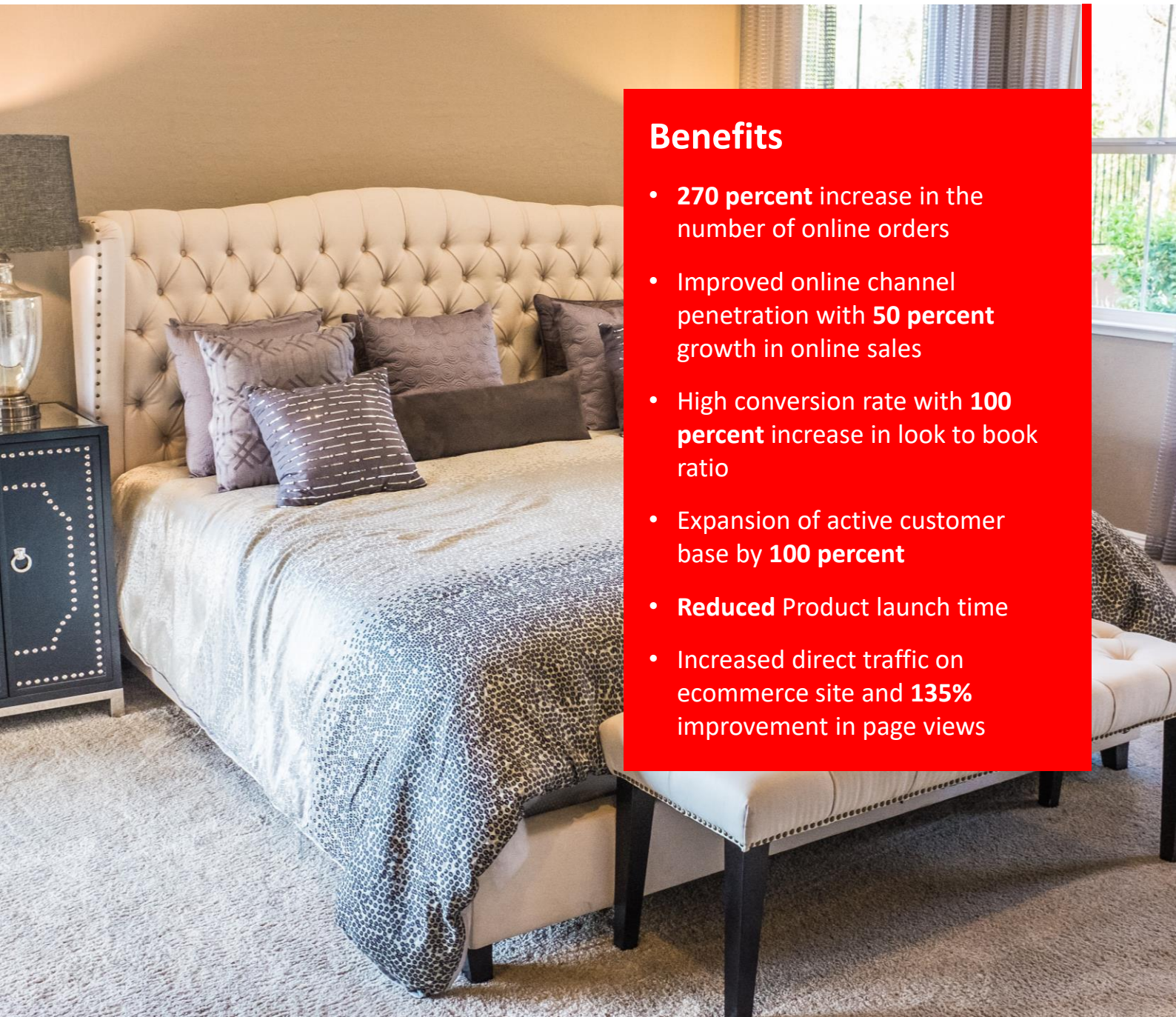
A high performance, adaptive mobile eCommerce platform is implemented.

- Integrated hybris B2C accelerator with SAP ECC
- Responsive UX design
- Integrated SAP Hybris with Fred hopper recommendation engine
- Search engine optimization



Benefits

- **270 percent** increase in the number of online orders
- Improved online channel penetration with **50 percent** growth in online sales
- High conversion rate with **100 percent** increase in look to book ratio
- Expansion of active customer base by **100 percent**
- **Reduced** Product launch time
- Increased direct traffic on ecommerce site and **135%** improvement in page views



WHY SONATA?



Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



Right technology partner

One stop partner to cater for end to end Digital strategy



Expertise

- Experts in niche areas: Spartacus & Polyglot SCPI framework, CCV2& Hybris Accelerators
- First company in India to deploy SAP commerce on Google Cloud Platform



People

Unified engineers in-line with SAP roadmap



Framework & Assets

Accelerated implementation with various pluggable assets



Process

- Sonata's unique 7 step Platformation approach
- Sonata's proven Hybrid execution approach

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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