Global Jeweler engineers enhanced omni-channel customer experience with cloud-first and platform first approach

About the Customer

Our client is one of the largest Jeweler retailers with 300+ store, 2400 employees. Currently their presence is spread across Australia, New Zealand and Canada.

Business Context

The client takes pride in timeless jewelry and outstanding customer service but in building an enhanced customer experience seemed daunting due aging legacy in-house IT systems.

Need of the hour was to transform the way of doing business and adopt a platform-based business model approach of offering customers with multi-channels to experience and buy jewelry.

Such initiative required engineering a platform that offers multiple channels with great experience to engage and buy, a connected digital business processes with a cloud-based ERP system and an analytics platform to provide a peerless point of sale customer experience.

Delightful customer experience meant omni channel experience. Sonata engineered omni channel experience capability, supported it with scalable and intelligent commerce and product Information Management capability.

Customer experience capabilities were Integrated with cloud-based Dynamics 365 for customer service operations and retail operations helping them in digitalizing operation and achieve a command center visibility of store network.

Key Drivers:

- A Platform that could re-align Jeweler operations end to end from multi-channel capability to connected digital processes to ensure a great customer experience.

- A platform that will help merchant and product teams trust to achieve scale along side customer experience

- A platform that help Improve Margins with significant operational efficiencies.
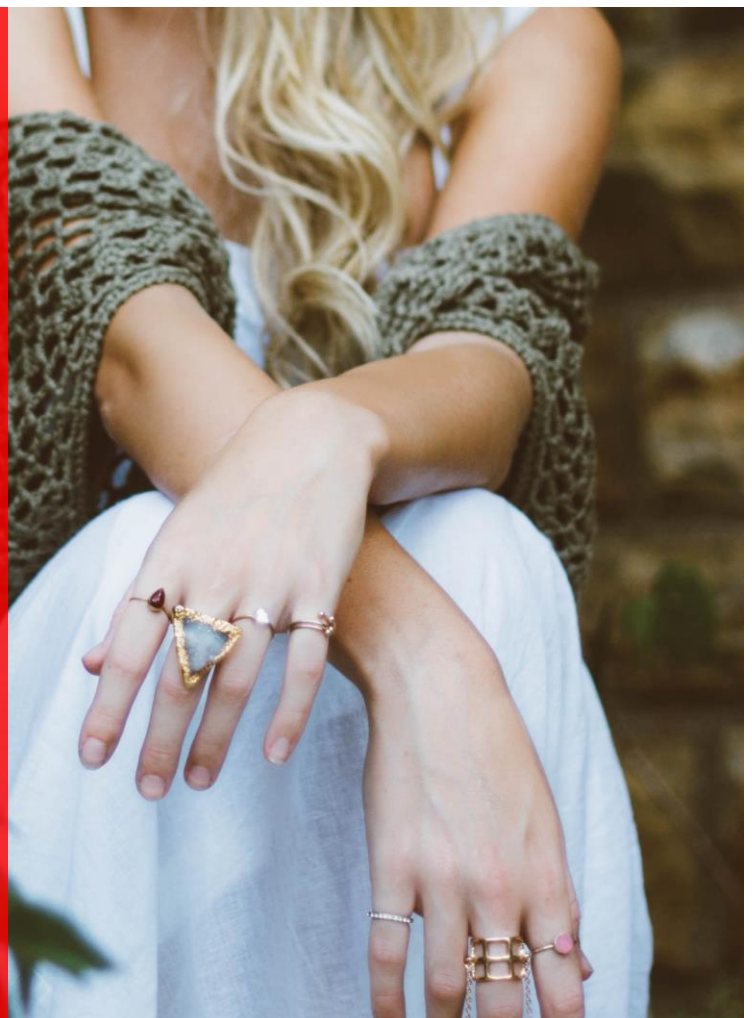
Partnership with Sonata

Sonata was chosen as the Strategic Partner due to our Retail Industry Expertise and outstanding Microsoft Full Stack Capabilities to meet their Digital Transformation needs. Sonata helped engineer the platform with a combination services that include Azure Digital Services to build omni channel components, custom sub platforms, Modernizing Digital Process with Dynamics 365.

Engagement

The following Platform Engineering Services were deployed during this engagement.

- Assessment Services
- Dynamics 365 Implementation
- Modern Experience Engineering, API Engineering, Custom Platform Engineering
- Modern Engineering deploying Agile and DevOps
- Digital Assurance Services

Solution

Platform was designed with the following Major Cloud Technologies

- Dynamics 365
- Azure
- Modern Experience with Angular 8
- Custom Integration Services
- Azure DevOps

Business Benefits

- End to end Digital Processes with platform approach
- Enable business flexibility – new product variations, adding new vendors became easy
- Decoupled the product management for retail & manufacturing divisions
- Reduced cost of ownership due to cloud-native services

WHY SONATA?

Crafting a personalized experience has been a significant differentiator for retailers. We understand that the core principles of retail and the emerging trends of digital transformation in the Retail. With the track record of delivering futuristic solutions, we help retailers to redefine the boundaries of engagement with customers across their journey, from home to store to social-media.

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 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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