

Drove Digital Retail Transformation for a global fashion brand

by implementing automation and an omnichannel strategy, boosting efficiency and reducing costs

About the Client

- 01 Founded in 2006 in Melbourne, Australia, it is a brand specializing in fashion clothing and accessories
- 02 Having grown from a single store, it now boasts over 250 locations in Australia, the UK, New Zealand, Singapore, and the Middle East
- 03 Serves its diverse customer base with high-quality, trendy clothing and fashion accessories
- 04 Has an online store offering a variety of clothing, shoes, accessories, and more, making it convenient for customers to shop from anywhere

Business Needs

Provide a unified customer view to deliver personalized experiences, improve insights, and enhance decision-making across touchpoints

Deliver an omni-channel experience to the visiting customers

Run loyalty campaigns to retain customers, increase repeat purchases, boost customer lifetime value, and promote brand advocacy

Ensure consistent operations, minimize disruptions, and maintain efficiency and customer satisfaction

Enhance performance across B2C sales channels

Solutions



Technology Stack



Business Impact

Automated key processes to reduce manual interventions, eliminate errors, and achieve cost reduction

Unified data warehouse solution for business analytics reporting and dashboards

Boosted conversions and **re-engaged inactive customers**

Enhanced performance and **minimized system downtime**

Removed duplicate data and **eliminated redundancy**

Reduced maintenance costs associated with legacy systems significantly

Ensured seamless BAU continuity without disrupting the business

Cybage Retail Services

- Retail Transformation
- Integrated Commerce Enablement
- TechNovative Solutions
- Retail Product Engineering

Engineering Seamless Digital Retail Transformation