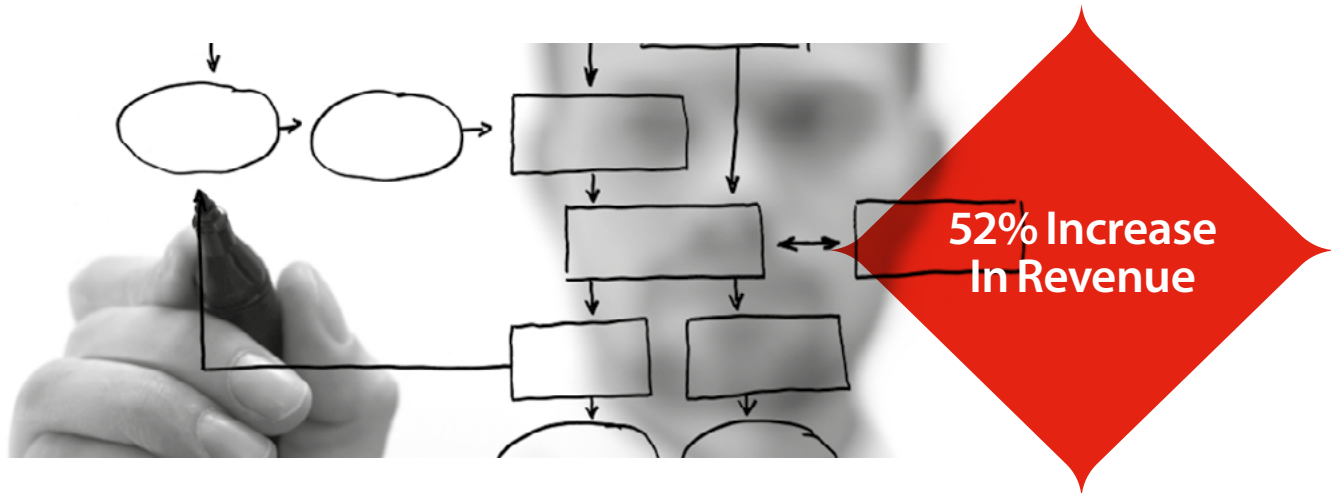


Case Study

A Better Customer Experience Drives Significant Increase in Customer Loyalty and Retention



Business Challenge

In an effort to elevate their brand and stay competitive, a Fortune 500 provider of consumer, business-to-business, and industrial digital imaging solutions identified the need to make significant changes to their business-to-consumer (B2C) operations. Ever changing trends made it evident that simply having an online presence was not enough. They needed to focus on dramatically increasing the volume and variety of customers served via electronic commerce. They knew that delivering a more engaging, meaningful, and useful online experience would strengthen consumer loyalty to the brand.

Solution

Hitachi Consulting worked with the client to design, develop and implement a new direct-to-consumer channel and eStore capability. They accomplished this by designing and developing a global implementation of IBM's WebSphere Commerce 6.0 Enterprise Edition eStore solution using the following components:

- IBM WebSphere Application Server 6.0
- Single Sign-On (SSO) – Netegrity SiteMinder

- Content Repository – Interwoven's TeamSite
- Taxation Module – Integration with Vertex
- Site Analytics – WebTrends
- Payment Systems – Paymentech, BillMeLater and ACH
- Call Center – Sales Center 6.0
- Integration – 50+ inbound/outbound interfaces

Results:

The implementation of this solution has enabled the client to dramatically extend the business and technical capabilities required to support their business strategy. Key benefits include:

- During the critical Thanksgiving weekend shopping frenzy, the new eStore delivered a 37% increase in orders, 108% increase in site visits and a 52% increase in revenues
- Provides a platform that will support a significant increase in transaction volume
- Provides a platform that facilitates modifications and enhancements as needed to support changing business conditions

**52% Increase
In Revenue**

- Supports future planned expansions for B2B capabilities

Hitachi Consulting delivered an end-to-end solution comprised of rich content management features, flexible promotions framework as well as affiliate marketing capabilities. This solution has empowered the client's direct-to-consumer sales channel with a significant increase in customer loyalty and retention.

Contact Us

Hitachi Consulting
Toll free 1.877.664.0010
info@hitachiconsulting.com