

HEXAWARE

Retail Digital
Strategy Success:
85% E-commerce
Sales Growth



Client

| Client

Challenge

Solution

Benefits

Summary

Leading the Charge in Retail Innovation

Our client was a global leader in the optical **retail industry** and managed a diverse brand portfolio, serving millions of customers worldwide. They wanted to remain competitive in the fast-evolving and increasingly digital retail market and aimed to create a new omnichannel digital strategy that prioritized e-commerce digital transformation while enhancing customer experience with their brand.



Challenge

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- Challenge**
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Addressing Fragmentation and Improving Customer Experience

The client faced significant challenges stemming from outdated infrastructure and fragmented backend systems which hindered their ability to provide a cohesive shopping experience. Their goal was to embark on a comprehensive e-commerce transformation, building a scalable platform capable of delivering a seamless and consistent retail digital strategy while improving the retail customer experience.



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Revolutionizing E-commerce with Retail Innovation Strategies

Hexaware partnered with the client to craft a flexible, future-proof platform tailored to their specific needs. By decoupling the frontend customer experience layer from backend systems, Hexaware ensured:

- A robust framework to support e-commerce digital transformation.
- Seamless integration with the client’s omnichannel retail strategy, bridging online and offline customer touchpoints.
- Scalability and adaptability to accommodate multiple brands and regions.

This e-commerce transformation initiative allowed the client to achieve unprecedented flexibility, empowering localized customization and delivering an exceptional omnichannel customer experience.



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- Achieving Omnichannel Success**
- Through this collaboration, Hexaware delivered transformative outcomes, including:
- **An 85% Increase in E-commerce Sales:** The new platform significantly boosted online revenue.
 - **Enhanced Customer Experience:** A seamless omnichannel customer experience across digital and physical channels.
 - **Cost Savings:** Unified operations across multiple brands reduced management costs.
 - **Retail Innovation at Scale:** The platform facilitated rapid adaptation to emerging market trends, solidifying the client’s leadership in retail innovation.



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Empowering Retail Leaders with Omnichannel Solutions

Hexaware's solution exemplifies how an omnichannel digital strategy and retail innovation strategies can drive impactful change. By aligning with the client's omnichannel retail strategy, Hexaware enabled a transformative e-commerce transformation that set the foundation for long-term success.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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