Mobile Application Implementation for a Leading British Retailer

The client, a shoes and accessories retail chain, was in search of a partner to help provide their customers a virtual window shopping experience and drive sales through a new channel. They were looking for a customized retail mobility system to improve customer retention and purchasing experience.

Background
The client is a leading British retailer that specializes in shoes and accessories retailing for men, women and children with a nationwide chain of shops. Their own labels span several ranges of products with a focus on style, quality and value. They also sell a large range of branded products.

Business Challenges
After establishing a successful online and in-store presence, the client planned to enter into the mobile space with an IT services partner. The client was looking for implementation of a mobile application that would enhance customer retention, loyalty, and convenience.

The client required a strategic partner that would implement and integrate the mobile applications and ensure that the new solution is completed on time and with zero defects. After reviewing Infogain's innovative approach and expertise in mobile applications, the client decided to select Infogain for the mobile application implementation.

Infogain's Solution
Infogain has an established methodology for the implementation of mobile applications. The solution proposed by Infogain included:

- A comprehensive customer-centric mobile solution enabling the customer to browse by product and trend, match a selected pair of shoes with a chosen outfit, share with friends, and purchase.

- Implemented promotions, e-receipts, customer profiling and buying history

- Capability of saving up to 20 shoes in favorites and Shoes on Me functionality

- Provided in depth analysis tool for sales data, customer profiling, marketing, forecasting and business intelligence by linking the API's to the CRM system

Infogain's solution featured full mobile application implementation delivered by Infogain's Noida development center.

Industry Sector

Retail

Challenges

- To enter the market through a new secured channel
- To improve customer retention and purchasing experience
- To increase sales

Solution

- Implementation of mobile applications
- Established excellent mobile channel retailing

Benefits

- Real time communication with customers
- Increased customer retention, purchasing and loyalty
- Expanded reach in the market

Technology Highlights

- Iphone SDK 3.x

Solution Benefits

Infogain's effective implementation practices ensured that a superior quality solution was implemented successfully.

- Established a continuous communications link with customers for information, purchases, offers and continuous loyalty—even outside physical and web-based storefronts

- An added advantage for the ladies: Virtual trial of shoes before the actual purchase

- Communicate new products and offers to the right customers at the right time

- Enabled customers to make purchases in real-time from their mobile phones

- Achieved rapid customer data acquisition and customer profile build up, low cost loyalty implementation, and synchronization with existing services

- Extended brand reach into new consumer bases

Why Infogain

Infogain facilitates Customer Centric Retailing by enabling retailers to simply integrate every customer touch point to present a single customer centric experience; delivering unprecedented customer service and valuable, real-time customer data capture - stimulating customer loyalty and cementing retention by liberating the customer's purchasing experience.

Being a certified Oracle partner with 20 years experience in providing high quality solutions, Infogain has retail experts who define a clear roadmap for fast implementation and customized solutions to suit the client's unique business requirements. Infogain has mature, well-defined best practices and methodologies. In addition, our clients receive significant cost advantages due to our blended, dual-shore delivery model.

About Infogain

Established in 1990 in Silicon Valley, California, Infogain delivers end-to-end solutions through valuable strategy development, consulting services and highly skilled engineering execution. With worldwide delivery capabilities in ERP, SOA and Enterprise Integration, SaaS and Cloud Computing, Business Intelligence, Mobility, Portals and CRM, we have developed deep industry expertise through our engagements in Retail, High Tech and Insurance among others.

An ISO certified and an SEI-CMM level 5 compliant organization with global delivery centers in New Delhi and Pune in India, Infogain specializes in JAVA, integration and the full Oracle stack, including database, middleware and applications such as Oracle E-Business Suite, Siebel, Oracle Fusion and Oracle Retail.

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