



Business-friendly Solutions



# D2C Business Planning and Execution

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What was an option before Covid-19 has now become a necessity in marketing world. Rising digital native customers, more than ever active lifestyle and personalised requirements are gradually transforming the shopping experience through enriched consumer engagement. Popular Brand owners are continuously working towards that goal by adopting the D2C business model. Adobe & Salesforce in collaboration with ITC Infotech are committed to partner with these market leaders to provide the platform & tools necessary to support the efforts as they embark upon bringing personalised offers to customer's doorstep.

Leveraging the Adobe's e-commerce platform and Salesforce's digital & analytics platform enables brand owners integrate the product, customer and business as a whole.



## End-to-end Integrated Solution for D2C Business Model

Integrates the e-commerce platform, customer data platform, digital assets, support services, loyalty platform, social listening and analytics as one closed loop seamless function resulting in real time monitoring and robust operational control.

### 1 E-commerce Platform

Fully integrated e-commerce platform to facilitate exploration, recommendation and purchase

### 2 Customer Data Platform

Identify, collect, store and structure key data from multiple platforms to build individual customer profile

### 3 Digital Asset Management

Create, organize, store and distribute all digital contents to control brand perception

### 4 Customer Support Platform

Seamlessly engage with customers, resolve issues faster and improve customer retention

### 5 Insight generation

Translate purchasing information into personalized insights and help build effective marketing strategies



## Key benefits

- Self sufficiency in customer data collection & storage and complete elimination of duplicate information
- Increase in sales due to personalised campaign, product recommendation and seamless buying process
- Customised e-commerce platform design to promote new products and enhance customer engagement
- Reduction in customer churn rate due to improved customer support service and innovative loyalty program design
- Improved Brand awareness due to social media promotion, online customer tracking and managing social media mentions through effective social listening tools

# Key Features



## Consumer Insight

Identify relevant consumer behavioral pattern across multiple online & offline channels and exploit pockets of opportunities to gain competitive advantage

- Structured Data Base: Complete control & management of data collection, elimination of duplicate information, consolidation and integration into a single coherent data base to achieve flexibility in use as and when required
- Customer Segmentation: Leverage in built analytics platform to generate individual customer profile and segment customers basis innumerable factors and help develop unique promotional strategy



## Marketing Acumen

Build & execute effective marketing plan based on real time progress to increase Brand awareness & customer acquisition

- Customised campaign - Design relevant campaign content to persuade consumers explore the shopping experience more often than ever
- Product innovation - Translate consumer preference from multiple touch points and business performance in identified markets into key product features needed to remain competitive
- Budget control - In depth analysis of marketing spend and optimised allocation of funds to increase profitability through real time performance measurement
- Social media - Continuously monitor Brand performance in all available social media channels and identify platforms to raise awareness of any brand



## Business Excellence

Quickly adapt to the market dynamics and identify areas of improvement to ensure sustainable growth

- Supply chain control - Exercise tighter control on inventory planning based on built-in forecasting tool to maintain uninterrupted delivery of goods
- Upgraded UX - Provide customised shopping experience through desired product recommendation and quicker check out process to expand engagement horizon
- Support service - Build performance measurement framework to analyse historical service distribution trend and deliver uninterrupted services with continual improvement
- Dynamic offers - Align the consumer requirements with immediate business need and design discounts/offers/loyalty benefits accordingly to improve ROI & profitability

# CUSTOMER STORIES



## Experience Modernization Using AEM for a Leading US-based Online Retailer

A leading US-based online retailer needed support in increasing their consumer engagement. Delay in their new product launches led to poor customer satisfaction. As their eCommerce website was on legacy WCS technologies, they had minimal visibility into channel performance.

ITC Infotech redefined their consumer experience, migrated the ecommerce website to AEM and JAVA across seven countries and 19 brands. New UI pages, features, media and content templates had been developed.

### Benefits

Deployment cycle time reduced to 3 weeks from 6 weeks

**30%** increase in Customer Engagement (YoY) reach of approximately 350 million households

**5%** increase in Order Volume (YoY) on approximately 250M units

**30%** cost savings via Global Delivery Model



## Digitization Journey to enable Digital Pharmacy

The third largest Pharma Chain in UK with over 760 pharmacies wanted to enhance their online ecosystem to have a unified hosting on BigCommerce. They needed support to enable single sign-on for multiple functions available online.

ITC Infotech customized their Big Commerce pages using Handlebar and React. We also offered customization of backend workflows through AWS Lambda functions developed on Golang and python. Integrations with various 3rd party systems were also built.

### Benefits

Support of **25** plus applications taken over in short period of time

MVP approach led development in progress to achieve the business needs of single sign-on adaptation and improved sales through the additional products available online





# ABOUT ITC INFOTECH

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.

For more information, please visit:  
[www.itcinfotech.com](http://www.itcinfotech.com)

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