

CASE STUDY



SGAnalytics
Solve. Synergise. Surpass.



Client: A UK-based major luxury retail brand with presence across 35+ countries



02
Countries



15
Geographic locations



300+
Customer Survey



30+
Stakeholder interviews



CHALLENGES

The client wanted to digitize its consumer experience and build a digital strategy to catch up with its competitors, who were the first to build a strong online brand presence.



APPROACH

SGA's Business Consulting team aimed to identify customer pain points, customer experiences while purchasing offline, and create a unique omni-channel strategy for the company.



- Evaluated the client's existing customer journey and touch points or interaction with the brand through different sales and customer service channels
- Surveyed customer groups across different locations to identify their pain points and current usage of smartphone and internet



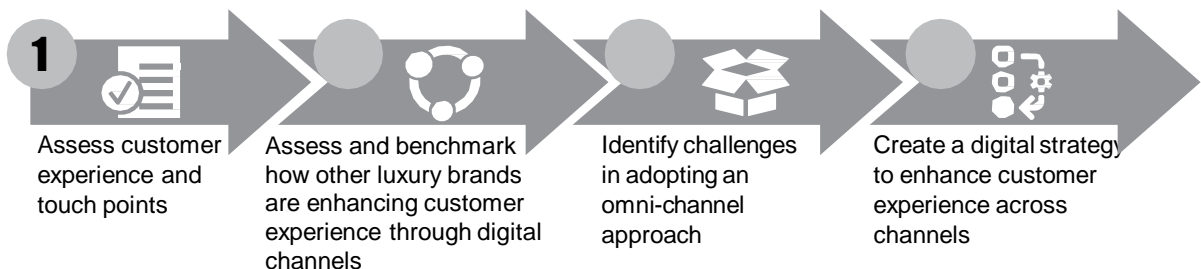
- Identified key customer segments that are inclined toward digital mode of communication and interaction
- Based on the analysis and customer survey, we identified the key processes where customer experience could be digitized using mobile-enabled apps



- Conducted an exhaustive research to analyze customer experience, competitor strategy, market trends, and digital adoption, etc. This exercise helped the brand adjust its business strategy to include an omni-channel experience



- Created a digital strategy, which provided a platform for the launch of a new product through multiple channels and maintain effective communication with customers



VALUE DELIVERED

“SGA team helped us create a coherent digital customer strategy and platform to deliver unique experience to our customers ” - Director Marketing



The increased access to consumers in the UK helped expand the brand reach. The omni-channel approach helped track trends in the way consumers are buying products.



Increase in annual revenues along with consistent customer experience across different channels.



Combine customer loyalty and business performance through customer interaction via digital channels.