

US RETAILER EVOLVES, ADAPTS, AND FINDS BETTER WAYS TO SERVE CUSTOMERS

SoftServe helps ecommerce platform provider transform operations for unstoppable business growth



softserve RELTIO

CHALLENGE

Client acquired four companies in three years: scattered marketing, sales, and partner management, siloed data, aged tech stack, and tech debt.

SOLUTION

Created process blueprints and efficiency metrics, revamped CRM with Salesforce, implemented advanced data management and governance, re-engineered integrations on AWS, and managed programs using Agile methods.

OUTCOME

The client saved money, reduced manual labor, increased employee productivity, and increased customer retention.





A leading ecommerce platform provider — a Challenger in Gartner’s Magic Quadrant for Digital Commerce — expanded its core offerings by acquiring four companies. This expansion, however, introduced challenges that threatened its potential for growth and customer satisfaction.

INDUSTRY
Retail

LOCATION
US, Australia, UK

COMPANY SIZE
1,300 employees

SERVICES OFFERED

-  Digital transformation (Salesforce platform implementation)
-  Operational efficiency
-  API management
-  System integration

PARTNERS



GROWTH BARRIERS

The rapid expansion left the organization's sales, marketing, finance, and operations teams overwhelmed.

Outdated technology, inefficient sales processes, and data silos obscured a clear view of customer insights. These issues affected customer acquisition and retention and led to lower satisfaction scores.

Plus, the organization lacked key performance indicator (KPI) standards to manage rapid growth. Finally, the client had trouble integrating the offerings from the newly acquired companies.

BUSINESS CHALLENGES



Incomplete and inefficient sales and customer success processes.



Inadequate tools and processes made it a challenge to track up-sale and cross-sale opportunities and close sales.



Lack of a comprehensive view of customer insights and relationships caused lower customer satisfaction and NPS scores.



Inefficiencies in operations and marketing efforts.

TECHNOLOGY CHALLENGES



Outdated technology infrastructure.



Legacy, homegrown systems created inefficiencies.



Fragmented data across departments caused redundancies and disorganization.



Difficult to integrate offerings from newly acquired companies.



5 GOALS FOR BUSINESS GROWTH

The client chose SoftServe for its experience in digital transformation. SoftServe's cross-functional team wanted to implement a comprehensive transformation program to:

- 1 Future-proof business expansion:** Support global growth and international sales.
- 2 Enhance flexibility:** Develop composable processes for new services and attracting customers.
- 3 Increase visibility:** Improve cooperation between business functions.
- 4 Implement KPIs:** Set clear, measurable business performance indicators.
- 5 Revise data management:** Overhaul data management practices and system integrations.

ACTION-ORIENTED SOLUTIONS

SoftServe adopted the scaled Agile methodology, lining up every team with clear objectives.

- Developed new [process blueprints](#), aligned them with KPIs, and introduced efficiency metrics.
- Led a [customer relationship management](#) (CRM) overhaul with integration with Salesforce Sales Cloud, managing system integrations and data migration.
- Advanced data management was enabled by implementing MDM with Reltio and establishing governance with Alation on AWS.
- Re-engineered integrations using a decoupled, events-driven AWS platform (Amazon AppFlow, Amazon EventBridge).
- Managed programs by analyzing the ecosystem, engaging stakeholders, and using Agile methods, focusing on automation testing.

Several workstreams — processes, data, and integrations — were in-flight at the same time.

TECH USED



Salesforce Sales Cloud



Marketo for Marketing Automation



Reltio for Data Unification and Master Data Management (MDM)



Alation for Data Catalog



AWS Services (Amazon AppFlow, Amazon EventBridge)

DELIVERING TANGIBLE BENEFITS



**SAVED MONEY/
INCREASED REVENUE**



**REDUCED
MANUAL LABOR**



**INCREASED EMPLOYEE
PRODUCTIVITY**



**INCREASED CUSTOMER
RETENTION**

The transformation brought substantial benefits in a short period. The client saved money by removing duplicate applications. The client adopted new process blueprints that harmonized operations across its acquired companies. Focus areas included:

- Better data quality to reduce manual labor and increase employee productivity.
- Unlock new cross-sell and up-sell opportunities to increase revenue.
- Improve customer adoption and increase customer retention.

Through SoftServe's strategic engagement, the ecommerce provider overcame its initial challenges and positioned itself for long-term growth.

Learn how SoftServe will support your organization's digital transformation and help you overcome the complex challenges of modernizing your business.

[**LEARN MORE**](#)

About SoftServe

SoftServe is a premier IT consulting and digital services provider. We expand the horizon of new technologies to solve today's complex business challenges and achieve meaningful outcomes for our clients. Our boundless curiosity drives us to explore and reimagine the art of the possible. Clients confidently rely on SoftServe to architect and execute mature and innovative capabilities, such as digital engineering, data and analytics, cloud, and AI/ML.

Our global reputation is gained from more than 30 years of experience delivering superior digital solutions at exceptional speed by top-tier engineering talent to enterprise industries, including high tech, financial services, healthcare, life sciences, retail, energy, and manufacturing.

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