

Centralized CDM for a Retail Chain

BUSINESS GOALS

The client is world's largest home improvement chain and second largest retailer in the U.S. They wanted a solution to overcome the following challenges:

- Lack of unified customer data application across stores
- Absence of mechanism to capture customer communication preference
- Data inconsistency across the organization with customer records



BUSINESS BENEFITS

Seamless customer data management experience across all store applications

Buy online pickup in-store experience for customers

Channel integration capabilities for special orders

SOLUTION

- Enhanced customer search and maintenance by integrating multiple store applications
- Centralized data interfaces for seamless access to customer information
- Enabled capturing of customer communication preferences for order notifications
- Redesigned architecture to reduce dependency on the UI applications

About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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