

CASE STUDY

INEFFICIENT COLLABORATION AND INSUFFICIENT SOURCING

PROBLEM:

- Inefficient collaboration, integration and insufficient sourcing
- Lack of advanced project planning
- Problem sending follow-up emails on abandoning the shopping cart
- Promotions and discounts offered without knowing customer's purchase history
- Out-of-stock products information was unavailable
- Online and e-store shopping experience was disrupted

SOLUTION BY inoday:

With NetSuite E-commerce solutions, we helped our clients deliver more relevant and personalized customer experiences. This inventively orchestrated cloud-based solution offers a single view of a customer's shopping preferences and purchases history to make online and offline engagements more relevant and engaging.

Moreover, streamlining all the core business operations, it delivers a unified view of enterprise-wide inventory visibility that helped our client plan accurately. It assisted in ensuring timely delivery to their customers as well. We deployed NetSuite capabilities to help our client have a 360-degree view of cross-channel customer information, deliver the right message at the right time, and strengthen customers' engagement.

