

Case Study

High-End Fashion Brand Streamlines eCommerce Experience

Fashion Apparel

systems

Challenge

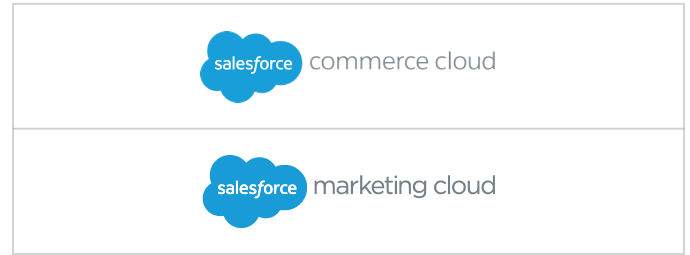
A high-end womenswear brand reached out to Systems Limited to help unify their customer experience across different sales channels, including eCommerce.

Solution

Systems Limited helped the client with a wide range of digital services to streamline their customer experience, including strategy, UX, creative, content, merchandising, and development. We revamped their “customer stories”, empowering merchandisers to easily push fresh content to their website and improve social engagement. We also deployed an AI-driven product recommendation engine to improve their cross-selling opportunities.

Systems Limited is currently implementing an omnichannel solution that will unify all customer data across brick-and-mortar and online channels in real time.

Technologies



Services



Results



Unified customer experience



AI-driven cross-selling

About Systems Limited

Founded in 1977, Systems Limited is a leading global technology and business process outsourcing service provider. With over 4,000 employees globally, we create specialized solutions that help its clients around the world drive business results.

Systems Limited applies its business acumen and industry insights to help its clients achieve and sustain high ROI. We offer mission-critical digital enterprise solutions and a deep, technology-agnostic skill set that remains unmatched in the industry. By delivering on hundreds of projects, we have developed industry-specific and cross-industry services, products, and accelerators that enable our clients to realize business benefits faster with increased efficiency and lower overall IT costs.