RETAIL GIANT TRANSFORMS CUSTOMER EXPERIENCE WITH INT. CRM

Countries we operate from

PROBLEM STATEMENT

A multi-brand retail giant struggling with disconnected digital experiences and low customer loyalty.

Siloed customer touchpoints across physical stores, eCommerce, and support channels

Ineffective promotions due to lack of customer insights

Low repeat purchase rate and stagnant CLTV

INT.'S SOLUTION

To transform customer engagement and elevate personalization at scale, INT. delivered a **unified, intelligent CRM ecosystem with real-time capabilities.**

- Implemented an **AI-powered CRM** with a **360° customer view**, integrating data from online, offline, and mobile sources

- Deployed **real-time campaign orchestration** tailored to customer segments

- Built **automated feedback loops** for continuous sentiment tracking and resolution
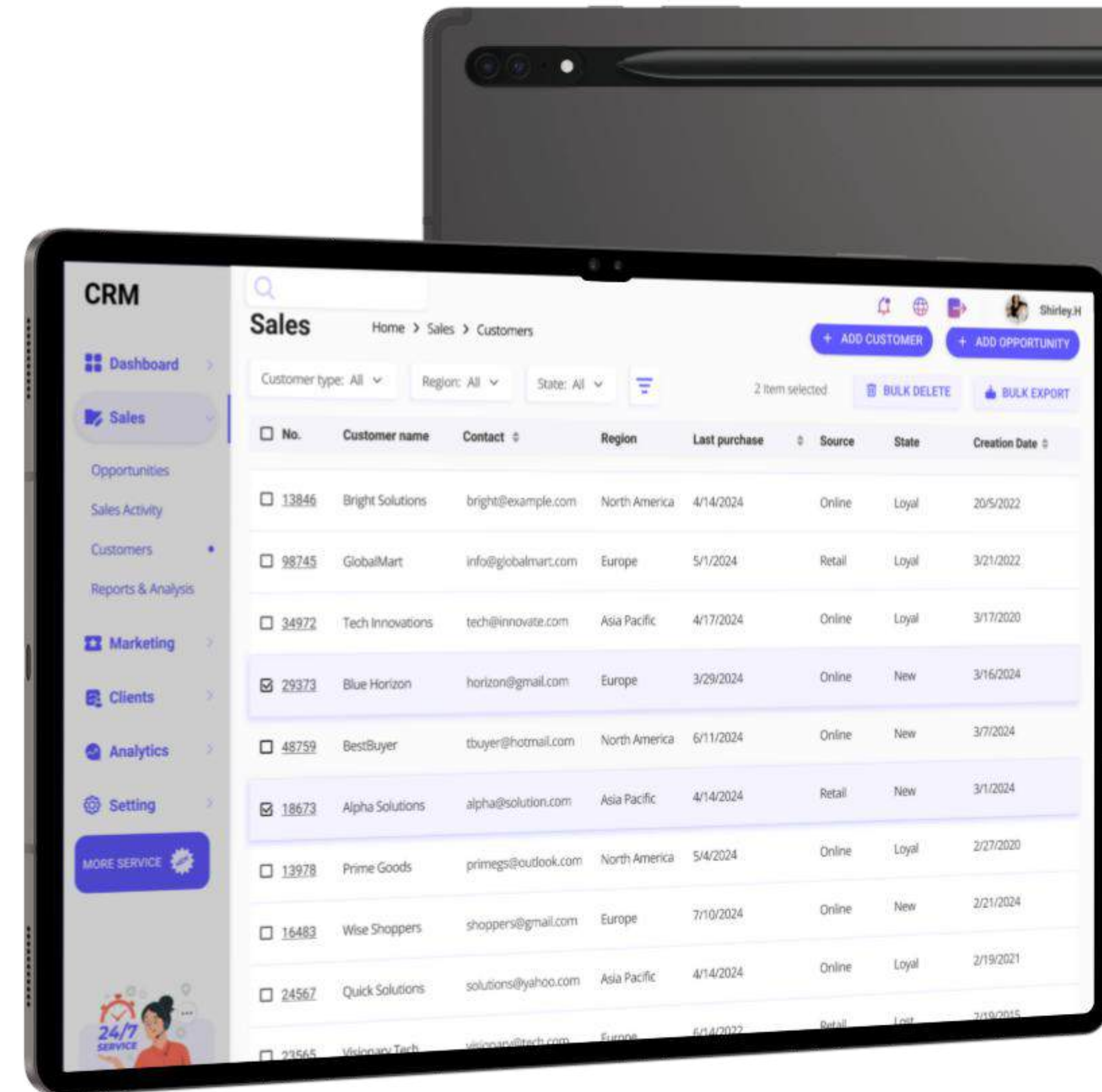
Process Followed – INT.'s **Framework**

1. Customer Journey Mapping:

Conducted workshops to visualize ideal experiences and pain points across store, web, and app.

2. Unified Data Architecture:

Built an integrated customer data model pulling from POS, CRM, and eCommerce systems.

3. CRM Platform Customization:

Tailored Salesforce CRM for retail segmentation and tracking.

4. API-Led Integration:

Connected ERP, MarTech (Mailchimp), and loyalty platforms for seamless campaign orchestration.

5. AI-Driven Intelligence Layer:

Embedded churn prediction, product affinity scoring, and behavioral analytics.

6. Omnichannel Feedback Engine:

Deployed real-time feedback capture across channels with closed-loop resolution triggers.

IMPACT

25%

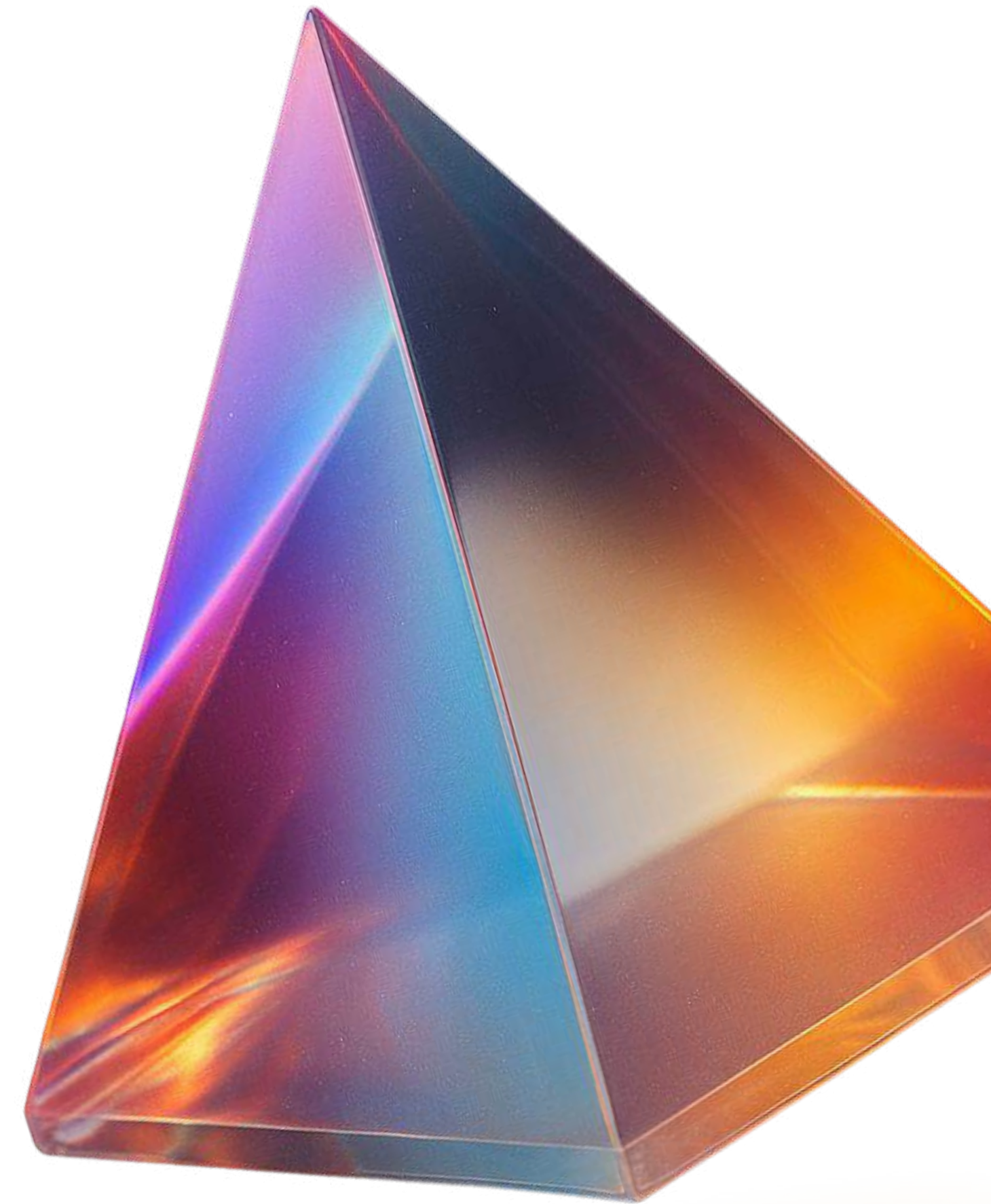increase in repeat purchases driven by personalized, data-backed offers

3x

improvement in omnichannel engagement through unified customer data

2x

boost in customer satisfaction scores via real-time sentiment tracking

48%

reduction in digital bounce rates by delivering consistent, relevant experiences

INT.

Let's Help You

Delight Your Customers
- The easiest way to achieve growth

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27+ Years | **1000+** Professionals | **45+** Countries | **30+** Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.