Customized Promotion Engine Powers Sales and Customer Satisfaction for a Large Asian Retail Chain

CASE SUMMARY

Need
Significantly enhance the number and type of promotions to sustain customer interest

Solution
A custom promotion engine integrated with other retail systems for quick and efficient execution

Benefits
Improved revenue growth and customer retention through the effective integration of POS with existing IT systems

Product Engineering
Enterprise IT Services
Technology Infrastructure

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DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

- Enhancements for numerous new complex promotions developed to sustain customer interest
- Need to go beyond out-of-the-box options on the AX 2012 R2 POS
- Integration of the POS with the chain's online CRM and finance systems for unified promotions operations

SONATA'S TECHNOLOGY SOLUTION

- Built a core promotion engine with over 50 complex new promotions, including loyalty management
- Developed web services to integrate the online stores with POS to enable online order promotions
- Developed web services to integrate POS with Dynamics CRM to update promotion-based customer loyalty points

BUSINESS BENEFITS

- Increased customer satsifaction and revenue by enabling the ability to launch an active and engaging promotions calendar
- Easy and consistent operations with end-to-end integration between online channel, POS and CRM systems
- Lower costs for system enhancement and support

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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