

Threads of excellence

Reimagining service excellence with Dynamics 365 for a leading apparel retailer

The Modernization
Engineering Company



Summary

Sonata Software partnered with a leading Indian fashion retail company to reimagine its customer service operations across the pre-purchase, purchase, and post-purchase stages. By implementing Microsoft Dynamics 365 Customer Service and leveraging out-of-the-box capabilities with seamless integrations, Sonata helped the client streamline case management, improve SLA compliance, and simplify returns and refunds—resulting in enhanced customer satisfaction and improved operational efficiency.

Customer overview

A leading Indian fashion retail company with a strong nationwide presence, operating 3,031+ exclusive stores, approximately 25,000 multi-brand outlets, and over 6,500 points of sale across department stores in India.

Pressure points

The client faced challenges in delivering consistent and efficient customer service across its rapidly expanding retail network. Poor customer service processes led to customer defection, low lead conversion, high churn rates, and revenue impact. The lack of streamlined case management and limited visibility into service performance further affected both customer and employee experience.

Solution highlights

Sonata implemented Microsoft Dynamics 365 Customer Service, leveraging its out-of-the-box capabilities to modernize and standardize customer support operations. The solution was integrated with existing enterprise systems to enable seamless case handling, enhanced visibility, and data-driven decision-making.

Outlook integration for efficient case management

Ameyo integration for computer telephony

Teradata integration for enterprise data connectivity

Power BI dashboards and reports for enhanced visualization and insights

Results that speak volumes

Streamlined case management process and reduced turnaround time

Improved SLA tracking and compliance

Simplified the return and refund process for online customers

Increased customer satisfaction and reduced customer defection