



CASE STUDY

**Accelerated Digitalization
for a Leading Global Household
Appliances Brand**

Client

The client is a British and Singapore-based multinational household appliances company. It has a presence in over 65 countries and employs more than 14,000 personnel.



Challenges

The client wanted to penetrate emerging markets with varying levels of market maturity. To do this, they had to understand consumer behavior in these markets, improve existing brand presence, and efficiently distribute products through local dealers and distributors by avoiding channel conflict. Additionally, the existing commerce application was expensive and the client was looking for an economical solution.

LTIMindtree Solution

Our solution experts assessed the existing system and proposed a solution designed through a design-led approach. The following implementations were completed to achieve customer goals.

- 01** Established a dedicated Direct-to-Consumer (D2C) channel in each of the 22 emerging markets using Adobe Commerce as the e-commerce platform to ensure robustness and scalability
- 02** Migrated to a single cloud platform for distributors and D2C channels to reduce maintenance costs and improve ease of use
- 03** Designed user-friendly interfaces to facilitate seamless online shopping experiences
- 04** Utilized a hybrid fulfillment model where D2C orders were sent to local dealers and distributors for fulfillment
- 05** Leveraged the D2C channel to collect customer data, including purchase patterns, preferences, and demographics
- 06** Engaged in targeted marketing campaigns to increase brand awareness among local consumers

Business Benefits



D2C channels served as effective test beds for understanding the maturity of each emerging market



Insights gathered from the D2C platform guided market expansion and investment decisions.



Improved customer engagement by delivering personalized experiences based on data-driven insights.



D2C channel facilitated direct consumer interactions, fostering stronger brand loyalty and trust.



Tech stack's scalability ensured that the D2C platform could accommodate increased traffic and growth.

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