nuware

Retail e-commerce

Integrative solution suite for content and campaign management for focused campaign launches

Key Highlights

- ## Improved Efficiency

  Focused campaign launches, improved customer care, boost in advertisements

- ## Optimized Solution

  Leveraged and integrated with client's existing infrastructure smoothly

- ## Reduced Costs

  Lowered costs with better flexibility

- ## Improved Customer Experience:

  Better satisfaction, higher repeat customer rate

US Corporate Office

100 Wood Ave South, Suite 105; Iselin,
New Jersey 08830-2716

Tel:732.494.0550

Challenge
Content & Campaign platforms faced multiple issues, limited flexibility

Solution
Integrated Platform. Enhanced Tools. New Technology

Impact
Optimized Efficiency. Customizable. Lower Costs.

Challenge

A leading e-commerce retailer specialized in selling diet food programs was seeking a solution to overcome challenges faced with their existing Content Management and Campaign Management platforms. The solution would need to provide customization and flexibility to manage campaigns, integrate with the existing infrastructure, apart from being cost effective

NuSolution

- NuWare built and integrated a solution suite (Campaign Management Optimization Tool, Call Center Enhancement Tool and Order Management Optimizer) to enable promotion targeting, order management, customer validation and upsell
- Migrated to the Oracle ATG e-commerce platform to enable seamless integration with client's existing infrastructure
- Facilitated launch of a new web site (including upgrades to ATG platform) enabling faster and better customer experience of retail products

Impact

NuWare's implementation of the integrative solution suite improved efficiency in launching campaigns, built better customer experiences and higher customer repeat rate. The Campaign Management, Call Center and Order Management tools are built to use independently or collectively offering customization/flexibility. Seamless integration with existing platform optimized efficiency