Delivering
the gold standard in user experience
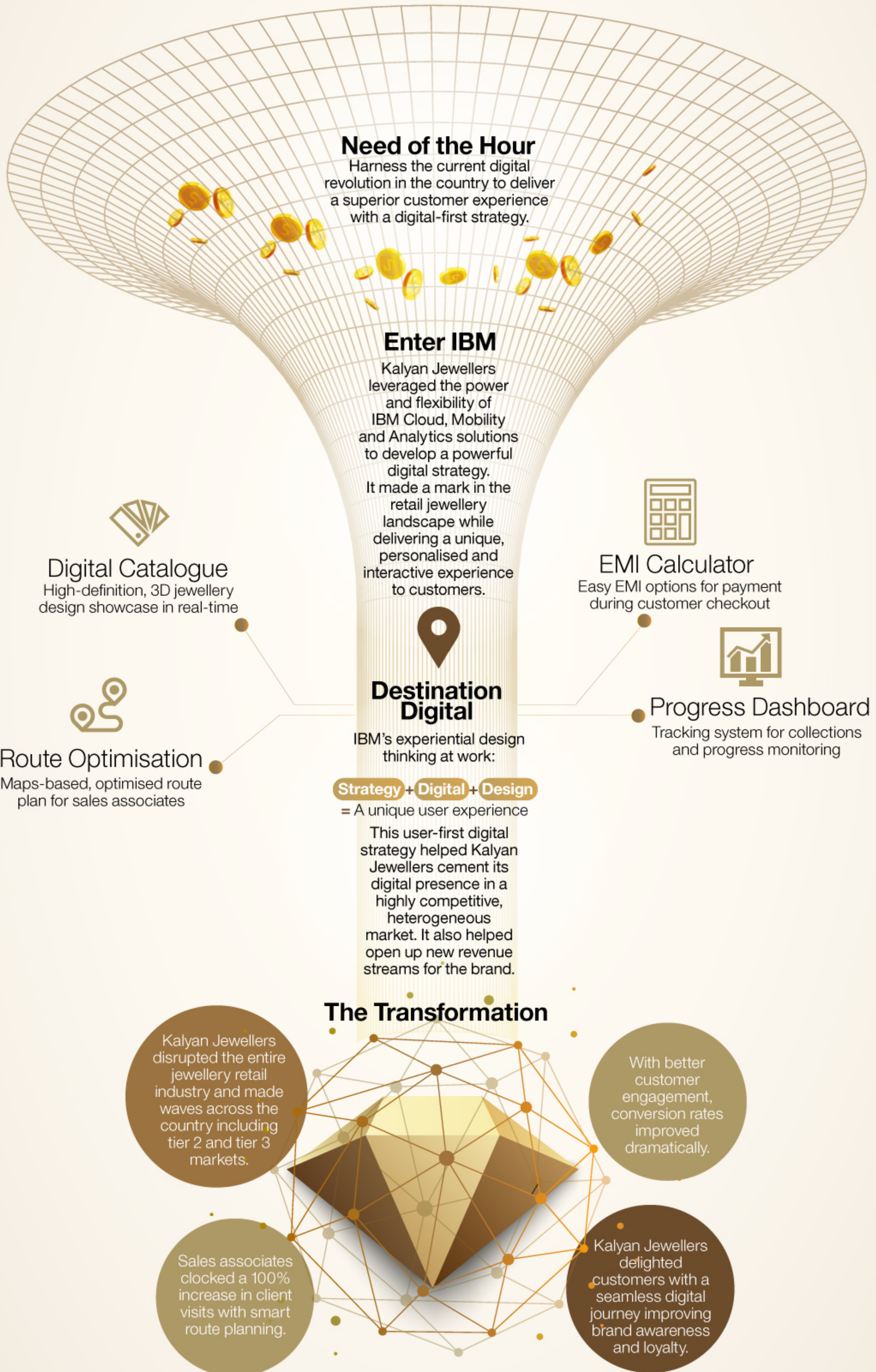
IBM.

The largest jewellery chain in India

KALYAN
J E W E L L E R S

wanted to provide a differentiated customer experience through digital.

Task at hand:
- Deliver immersive experiences
- Promote a consistent brand image
- Increase cross-sell/up-sell of services
- Disrupt with a powerful digital strategy

Need of the Hour
Harness the current digital revolution in the country to deliver a superior customer experience with a digital-first strategy.

Enter IBM
Kalyan Jewellers leveraged the power and flexibility of IBM Cloud, Mobility and Analytics solutions to develop a powerful digital strategy. It made a mark in the retail jewellery landscape while delivering a unique, personalised and interactive experience to customers.

Digital Catalogue
High-definition, 3D jewellery design showcase in real-time

EMI Calculator
Easy EMI options for payment during customer checkout

Progress Dashboard
Tracking system for collections and progress monitoring

Route Optimisation
Maps-based, optimised route plan for sales associates

Destination Digital
IBM's experiential design thinking at work:

Strategy + **Digital** + **Design**
= A unique user experience

This user-first digital strategy helped Kalyan Jewellers cement its digital presence in a highly competitive, heterogeneous market. It also helped open up new revenue streams for the brand.

The Transformation

Kalyan Jewellers disrupted the entire jewellery retail industry and made waves across the country including tier 2 and tier 3 markets.

With better customer engagement, conversion rates improved dramatically.

Sales associates clocked a 100% increase in client visits with smart route planning.

Kalyan Jewellers delighted customers with a seamless digital journey improving brand awareness and loyalty.

With a digital strategy that focused purely on customer-centricity and resolving pain points, IBM was able to help Kalyan Jewellers set a benchmark in digital transformation.

Want to overcome competition with digital transformation?
Please contact an IBM representative at **1800 425 3303** or <u>visit our website</u>