Delivering the gold standard in user experience



The largest jewellery chain in India



wanted to provide a differentiated customer experience through digital.

Task at hand:

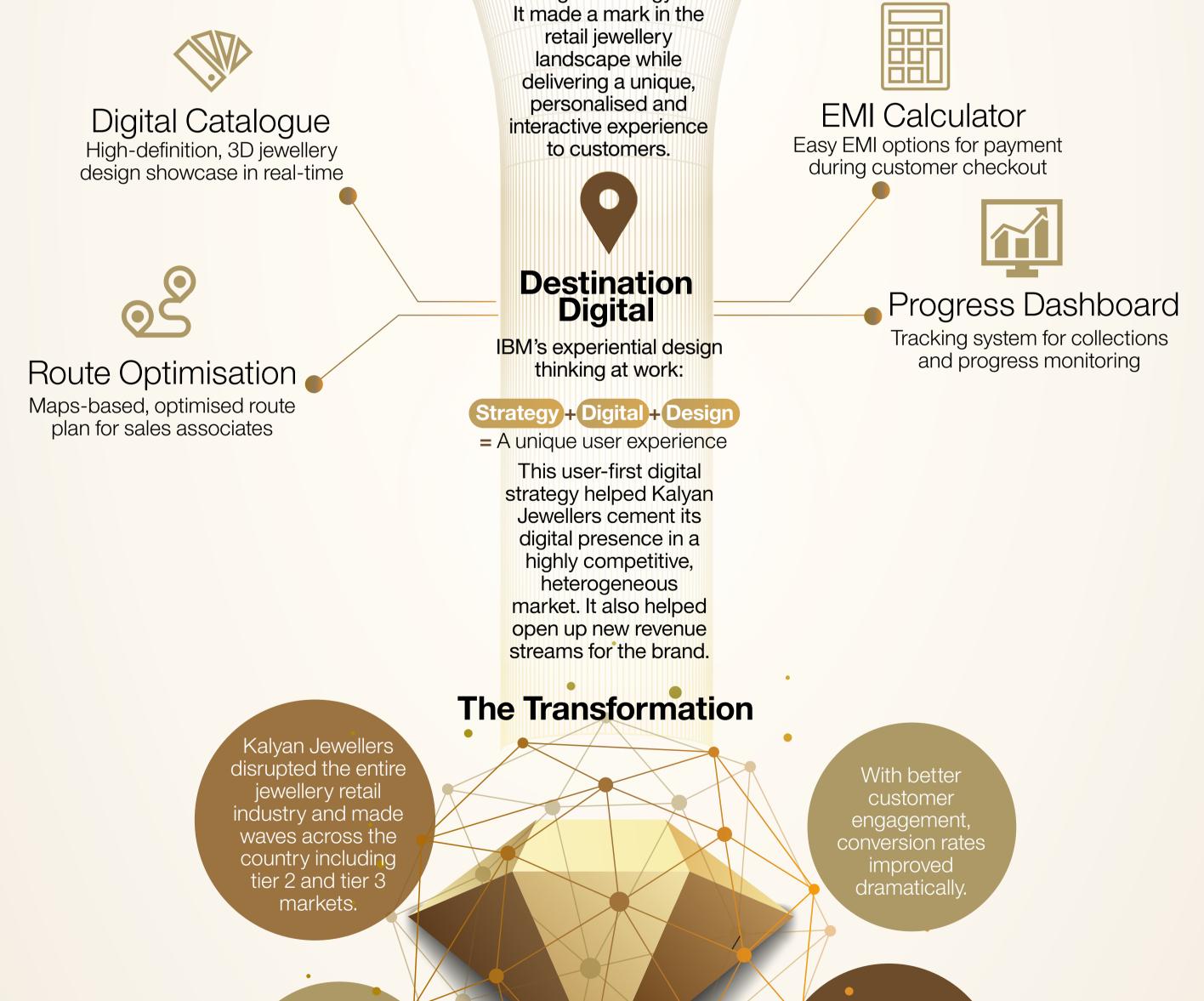
- Deliver immersive experiences
- Promote a consistent brand image
- Increase cross-sell/up-sell of services
- Disrupt with a powerful digital strategy

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.



Kalyan Jewellers

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

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>