LTIMindtree
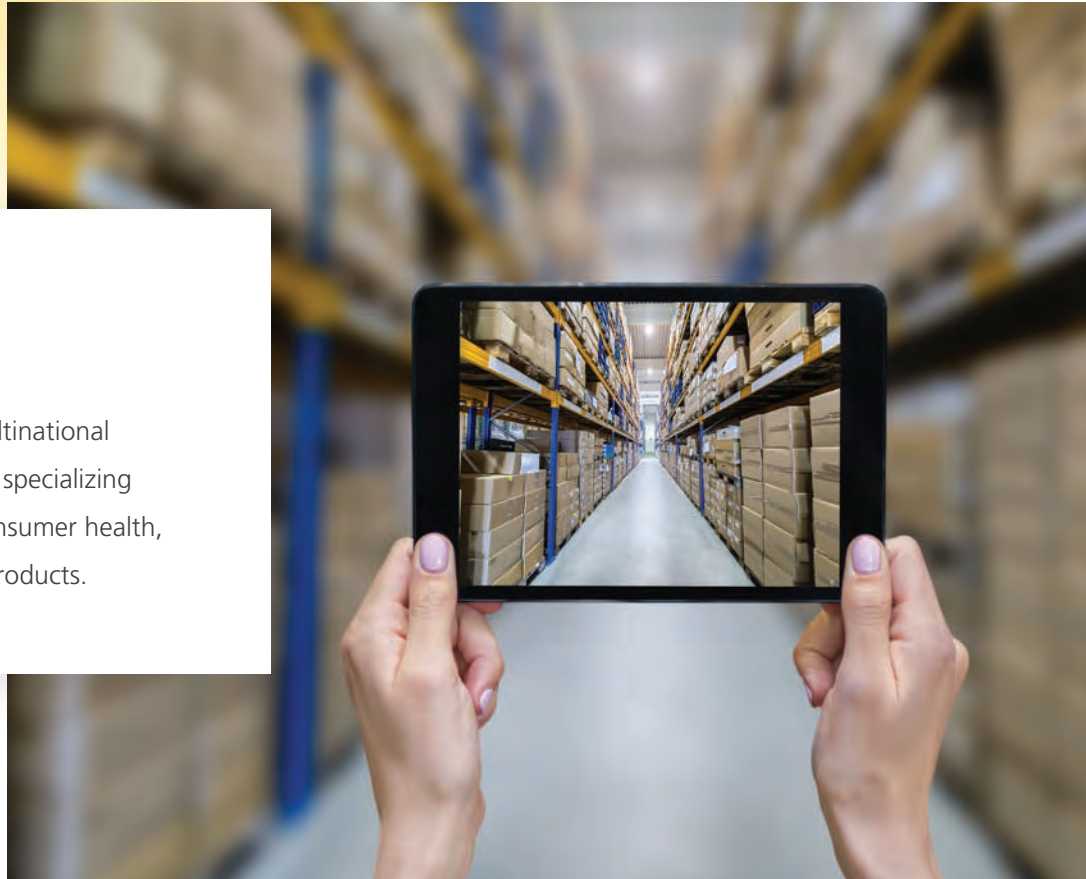
Creating and Managing a Direct-to-Consumer Platform for a Global CPG Client

Client

The client is an American multinational consumer goods corporation specializing in various personal health/consumer health, personal care, and hygiene products.

Challenges

The client was looking for an economical solution to reduce cost-effective solutions that can be used for immediate Go-To-Market (GTM). The client also sought a Direct-to-Consumer (D2C) platform for their brands across geographies to improve revenue, margins, customer experience, and brand reputation. The client preferred an economical solution to reduce IT costs and didn't want to own infrastructure.

LTIMindtree Solution

LTIMindtree helped customers migrate to a BigCommerce SaaS application to avoid infrastructure and maintenance costs. We created a D2C platform that:

01   Enabled the brands to test and learn at low cost

02   Provided standard integrations and consistent experience across brands

03   Delivered innovative features to retain brand reputation and customer satisfaction

04   Made their digital presence better, faster, cost-effective, and secure

Business Benefits

Standardized platform with **higher** up-time of **99.5%**

Reduced GTM time by **45%**

Rolled out **45+ sites** across countries

Increased sales and improved margins

Ensured a better understanding of customers, leading to repeat orders

Guaranteed **100% compliance** w.r.t. legal, privacy, and security