

Implementation of an Additional Sales Channel to Increase the Sales for a Leading US IT Services Company



BUSINESS REQUIREMENTS



To provide seamless experience to the users.



To provide great user experience



To tap the b2c prospects for growing their customer base.



OUR SOLUTIONS



State of the art portal solution facilitating enhanced engagement



E-commerce portal with context specific processes and content



Deeper level engagement with context specific recommendation, peer behavior analysis, contextual analysis



TOOLS/ TECHNOLOGIES



Database: Neo4J, MySQL, Talend MDM



Ecommerce Platform: Magento



Cloud Solution: AWS



Portal: LifeRay Portal



Analytics: Python



BUSINESS IMPACT



An additional sales channel to increase the company sales



Greater customer engagement by introducing this to b2c community



Efficient way of recommending the products and services to the end users



Appealing and intuitive user experience

Solution Overview

