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Large U.S. beauty retailer transforms CX with a flexible omnichannel platform

HCLTech applied the foundation to support growth and overall CX for a large U.S. beauty retailer

This large U.S. beauty retailer wanted to shift its legacy IT architecture to a more flexible and scalable microservice-based platform. The client also wanted to enhance customer communications and drive more traffic to its stores, website and native applications.

The company partnered with HCLTech to accelerate its progress. Spurred by innovative technology, HCLTech validated the retailer's strategy and technical architecture. HCLTech also built a cutting-edge, omnichannel solution that integrated consumers' physical and digital touchpoints, generating customer delight.

The Challenge:
Overcoming legacy architecture to deliver effective CX

The client depended on a monolithic technological architecture that offered little flexibility and scalability. The existing architecture was deployed in data centers with fixed hardware that was inadequate in ensuring quick time to market and in handling additional or sudden traffic surges. The retailer's consumers were ushered into a virtual "waiting room" when a particular web page was crowded to capacity. Naturally, frustrated customers left.

Moreover, customers experienced difficulty accessing some payment solutions, which further negatively impacted both CX and revenue growth. Merchandising travel-size products was also a challenge for the existing system.

With the holiday season around the corner, these challenges threatened to jeopardize the client's business growth. The client needed an innovative solution to support scalability from the cloud, drive market growth through accelerated speed to market and leverage customer data to improve retention and personalization.

The Objective:
Flexible solutions for innovating a new purchasing experience

The retailer sought an implementation partner with a good mix of technical and e-commerce expertise. Ideally, the ecosystem enabler would:

- Conduct gap analysis tests on the existing architecture and changing market requirements
- Create an implementation roadmap leading to more flexible solutions
- Enable consumers to seamlessly buy products and experiences when, where and how they want
- Offer recommendations on strategic third-party collaborations
- Install enterprise microservices and composable platforms to support innovation and auto-scaling on demand

To achieve these objectives, the partner would need to validate the client's strategy and technical architecture. It would also have to execute a transformational end-to-end digital "makeover" that would integrate web and mobile strategy..

The Solution:
Agility, flexibility, user-friendliness, speed and scalability

HCLTech empowered the company's progress by approaching the solution from the perspectives of all stakeholders involved – from the retailer's corporate team to its consumers. This was achieved through several mechanisms:

- To deeply understand consumer purchase journeys, expected functional capabilities and architectural guiding principles, HCLTech began by conducting multiple cross-functional discovery workshops.

- To develop actionable insights at the blueprinting stage, it was important to collaborate with the client's senior leadership, enterprise architects, business heads and the operations and IT teams.

- To incorporate agility and flexibility for future readiness, the existing ATG-based eCommerce system was migrated to Commercetools on a loosely coupled MACH (microservices-based, API-first, cloud-native and headless) platform.

- Entrusted with giving the marketing and discovery pages of the company website a completely new look, HCLTech unified the entire experience – the home page, product pages, user accounts and search solutions for promotions and others.

- To boost website performnce, Amplience Headless CMS was deployed and integrated with a GraphQL layer to generate complete data descriptions in APIs.

- HCLTech deployed cloud-native architecture for scalability and fully automated the CI/CD pipeline for faster rollouts.

The impact:
Improved business growth by transforming CX

To attract and retain more customers, HCLTech created a digital shopping experience that is high performing, visually appealing, immersive and omnichannel (for iOS/android mobiles, tablets, laptops and more.)

This agile, experience-driven commerce system helped fuel growth for this U.S. beauty industry giant and created the perfect foundation for future innovation. HCLTech is currently engaged in migrating the business control center, customer reporting and customer support center applications to the cloud. Enhancing the search engine, carts and check-out services are also in development.

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