SAP

KELLTON TECH

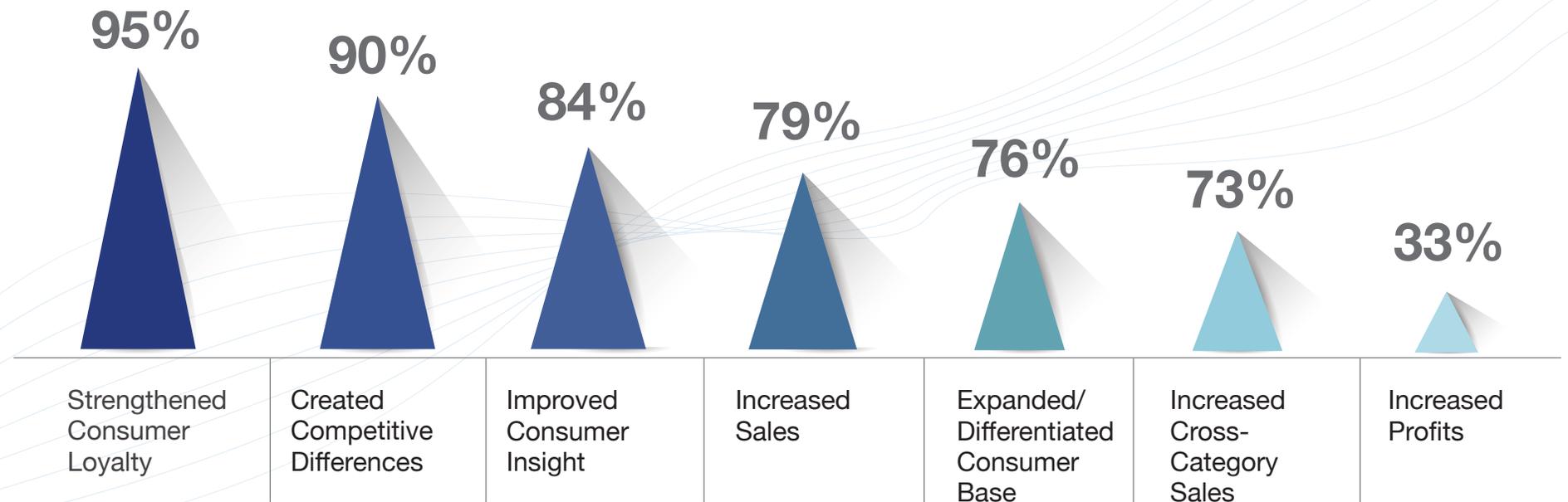POWERING YOUR
OMNICHANNEL
RETAILING
EXPERIENCE

SAP
Gold Partner

Today's hyper-connected customers traverse multiple channels such as stores, websites, social media, emails, call centers, and more before making a purchase. In order to deliver a seamless customer experience across all these channels, retailers need to adopt a new paradigm—omnichannel retailing. Omnichannel retailing creates deeper engagement with shoppers and delivers a seamless and consistent user experience through numerous interactions between the customer and the product across a variety of platforms. Kellton Tech has experience in crafting and delivering digital e-commerce solutions that help retailers optimize and personalize their customer experience while improving brand loyalty and increasing sales.

Benefits from Operating an Omnichannel Strategy

95%	90%	84%	79%	76%	73%	33%
Strengthened Consumer Loyalty	Created Competitive Differences	Improved Consumer Insight	Increased Sales	Expanded/ Differentiated Consumer Base	Increased Cross-Category Sales	Increased Profits

Key Challenges in Omnichannel Retailing

- Recognizing buyer behavior patterns
- Offering a personalized and seamless user experience
- Discovering balance in the omnichannel model
- Bridging the gap between online and offline sales

Our Solution

Kellton Tech helps retailers find the right path to omnichannel adoption by delivering quality content, product information, and seamless digital experience across multi-channel platforms. Our extensive systems power sales, marketing, inventory, and customer support

- Centralized and integrated IT stacks to deliver real-time insights
- Integrated chatbots with online platforms
- Increased mobility

Kellton Tech uses SAP Hybris specifically for customer contact centers. This SAP first cloud-based solution blends technology, professional services, and best-in-class platforms to reduce operational costs, tap into global markets, and improve customer experience. The framework helps clients increase revenue, gain competitive advantage, and improve customer satisfaction.

Our Services

- Develop a digital commerce and marketing strategy for a multi-year roadmap
- Create a unified brand through interrelated digital content
- Build an effective email response management system
- Provide centralized key information and functionalities
- Enable concurrent request processing within one platform
- Access real-time and relevant customer information
- Create streamlined, omnichannel, and interactive customer experiences

Our Transformation Strategy

- Experience design using HTML5, JQuery, CSS, and more
- Offer location-based Services
- Integrate Google Analytics and SEO
- Modernize your store
- Provide iBeacon and Gamification
- Assess and select tools and KPIs

Business Benefits

- Drives customer engagement on various devices
- Helps personalize systems to suit needs
- Offers a unified payment portal through all commerce channels
- Delivers real-time insights to make informed decisions on product placement, pricing, packaging, and promotion
- Integrates a range of business areas to a single platform

The Kellton Tech Advantage

20+
years of experience

Trusted **SAP, IBM,** and **Microsoft** Gold Partner

150+
clients

50+
enterprise mobility implementations

Kellton Tech is a "Born Digital" technology consulting and services company with operations across the US, Europe, and Asia. Our team of 1,500 plus dedicated Kelltonites takes a technology agnostic approach to deliver innovative solutions that drive exceptional business value, empowering...
"Infinite possibilities with Technology"

KELLTON TECH

North America: +1.844.469.8900
Asia: +91.124.469.8900
Europe: +353.76.604.2716

General Inquiries:
ask@kelltontech.com

www.kelltontech.com