

UNIFIED CUSTOMER EXPERIENCE

Optimized Solutions helps largest family-owned and operated coffee brand track customer sentiment & demand

CASE STUDY

Customer Experience/ Food & Beverage/ Digital Transformation

The world's largest family-owned & operated retail coffee brand was looking for a demand tracking & shaping solution. Optimized Solutions implemented solutions to track customer sentiment & demand.

TYPE OF PROJECT

Digital Transformation (Customer Experience)

MARKET

MANUFACTURING / Food & Beverage

LINE OF BUSINESS

Customer Experience

OVERVIEW

Optimized Solutions helped the largest family-owned coffee brand shape & sensor customer demand.

PROBLEM STATEMENT

The client was unable to utilize customer omnichannel touchpoints to drive demand sensing and demand shaping.

SOLUTION

Optimized Solutions flagship digital transformation tool, Accelerated Architecture for Manufacturing Intelligence (AMI), integrated with social media and sentiment analysis to give a 360 degree view of the customer.

Specifically, we helped:

DEMAND SENSING & SHAPING

- 1 Enabled a unified end to end experience from "browse" to "buy"
- 2 Identified users likely to be potential brand consumer
- 3 Tracked user browsing patterns across client website, social channels, other dealer websites
- 4 Captured click stream logs and content from online sources
- 5 Tied online content contextually to onsite (dealer-based) shopping
- 6 Empowered dealers to drive data-driven interactions with potential consumer
- 7 Empowered consumer to make the "right choice" based on their needs

We built the AMI architecture ground up by closely observing the currently available DX solutions and honed it to provide the best-of-the-breed solution for seamless, clear and precise intelligence that makes for strategic decision making and that is suprisingly cost and time effective.

~Sam Reddy, CEO Optimized Solutions

BENEFITS

01

Identified and Influenced customers journey from prospect to purchase to loyalty

02

Provided a single source of truth on product launches and customer analysis

03

Helped develop a customer centric approach in production & organization

ABOUT OPTIMIZED

Optimized Solutions is a modern information engineering enterprise that provides trusted and reliable IT solutions to Fortune 500 companies and Digital Intermediaries. With more than a decade of proven experience in SAP Suite, Cybersecurity, Augmented Intelligence & Machine Learning, Cloud Migration, and Data Management & Analytics, Optimized Solutions empowers companies to drive disruption, seize opportunities, and embrace innovation through successful digitalization initiatives.

Optimized Solutions is based in Chicago, USA, with offices in Boston and India.

