



Case Study


 **utsavpedia**



UTSAVPEDIA

A large e-commerce player in India significantly reduces OPEX and streamlines revenue recognition process with better automation.

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THE CLIENT

Our Client Utsav Fashion is a leading fashion e-commerce portal offering personalized products across 33 product categories and has 5000+ designs in their Design Library.

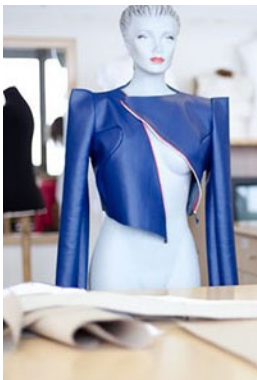
Their value proposition revolves around giving consumer the power and ease of purchasing Indian Ethnic, Casual & Wedding wear online. The key differentiators are—largest and latest product cataloge, great usability, 24X7 customer support, and favorable return policies for consumers.

The journey of Utsav Fashion began in the year 2000 with the opening of our first wholesale and retail outlet in Jaipur, India. After the success of this store, Utsav Fashion launched its online store in 2003, never looking back since then. Today, it is the world's preferred choice for Indian Ethnic Fashion and sets new standards of customer delight every day.

They are a one-stop webshop offering the widest variety of authentic and trendy ethnic fashion. Their online platform offers more than 50000 plus range of sarees, salwar kameez, lehengas, contemporary Indo Westerns with an exquisite collection of accessories.

Their mission was "To provide the customers a truly international online shopping experience, which guarantees superior quality and craftsmanship through the range, supported by swift and secure processes right from purchase to product delivery and beyond."

THE OPPORTUNITY



The strong growth in the Indian e-commerce market presented several distribution challenges for market leaders like Utsav Fashion. Handling really high volumes, orders of different shapes and sizes that needed to be shipped across numerous international locations in limited time and also provide services including 'Same-Day-Delivery' (SDD) and 'Next-Day-Delivery' (NDD) in given Indian logistic conditions were some of the challenges. Coupled with this another challenge was in managing unique customer orders ensuring tailored perfection in the fit, styling & adornment. It's like having an online boutique that creates just for you.

Utsav was also looking at improving its processes to handle the strong demand surge during festive seasons to provide best experience to their end-customers.

As a leading player in the domain of e-commerce business, Utsav is expanding its customer base rapidly. In order to enhance its customer experience management and customer retention capability through attractive and cost effective deals and hampers, Utsav planned to automate its entire business process by deploying Microsoft Dynamics NAV.



THE SOLUTION

Our client decided to implement Microsoft Dynamics NAV

After a successful stint in understanding the needs of an e-commerce business, Microsoft Dynamics NAV was deployed at Utsav to provide a unified window for interactions management and empowering the latter to deliver superior customer experience. NAV integrated the entire business processes to a single platform that measured, analyzed, and delivered seamlessly.

Details of the solution delivered:



Easy integration with existing business apparatus:

The solution seamlessly integrated with existing online e-commerce platform, enabling Utsav to record and track customers' history. This helped Utsav to keep a close watch on the repeat customers and connecting them to the right agent, henceforth creating a lasting impression upon the customers.



Adaptability to process changes: NAV being scalable and reliable software could easily adapt to the changing trends of Utsav business processes, like an increase in the number of enquiries, make to order shipments, return shipments, alteration etc.



Better customer-connects: By creating an effective network of channels, the solution ensured an interlinking of the website and the support center, leading to enhanced customer connects without any technical errors.

Quote from Customer



Being a leader in the online fashion and lifestyle space in India, Utsav Fashion has empowered consumers to look good by bringing fashion closer to them. Enhancing customer satisfaction and providing faster delivery of consumer goods are some of our brand promises. For this, we needed a solution that could provide process automation and enhance our potential to reachout to new customers, while ensuring customer retention. Microsoft Dynamics NAV was chosen among others as the most reliable solution to effectively manage our operations.



THE RESULT



Achieved excellent customer interaction management



Combined low cost with high quality delivery



An innovative and unmatched value proposition



Innovated the contact center strategy and delivered consistent user experience



Automation of entire business processes



Enabled Utsav Fashion to setup a customer support center with 24x7 availability



Helped achieve a significant increase in business productivity



ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

CRM MS D365 Sales MS D365 Marketing	ERP MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	Internet of Things (IoT) Retail Supply Chain Asset Management Fleet Management Energy Management
Audit & Risk Analysis ACL GRC ACL Exchange ACL Analytics	Business Intelligence MS Power BI SPSS Qlik Sense	Retail Applications LS Retail D365 Retail
DevOps IBM Microsoft Dynatrace	Mobile Apps Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management	Security Application Security End Point Security Database Security

Trident's Vertical Focus



Retail



Hospitality



E-Commerce



Logistics



Manufacturing



Real Estate &
Construction



Education

Recognitions and Awards



'Transformative 100' by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018



Microsoft Dynamics President Club winner from Microsoft for Microsoft Dynamics Navision, Axapta & MSCRM, 2011



Gold Certified Partner for Microsoft Dynamics Navision, Axapta & MSCRM



Platinum Partnership with LS Retail supporting clients with more than 5000 POS.



Attainment of **Premier partnership** status with IBM, 2010



Most Innovative Partner of the Year award from IBM, 2009.



Strategic Alliances



Quick Facts

1999 Year of Establishment

250+ No. of Employees

300+ No. of Customers

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