

UNIFIED CUSTOMER EXPERIENCE

OPTIMIZED HELPS LARGEST FAMILY-OWNED COFFEE BRAND SHAPE & SENSOR CUSTOMER DEMAND

Largest Family-Owned and Operated Coffee Brand Able to Track Customer Sentiment & Demand

MANUFACTURING / FOOD & BEVERAGE

1

PROBLEM STATEMENT

The client, the world’s largest family-owned and operated retail coffee brand was unable to utilize customer omnichannel touchpoints to drive demand sensing and demand shaping.

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

Specifically, we:

2

SOLUTION

- 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

3

BENEFITS

- 1 Identified and Influenced customers journey from prospect to purchase to loyalty
- 2 Provided a single source of truth on product launches and customer analysis
- 3 Helped develop a customer centric approach in production & organization

PROJECT SUMMARY

NAME
Connected Assets

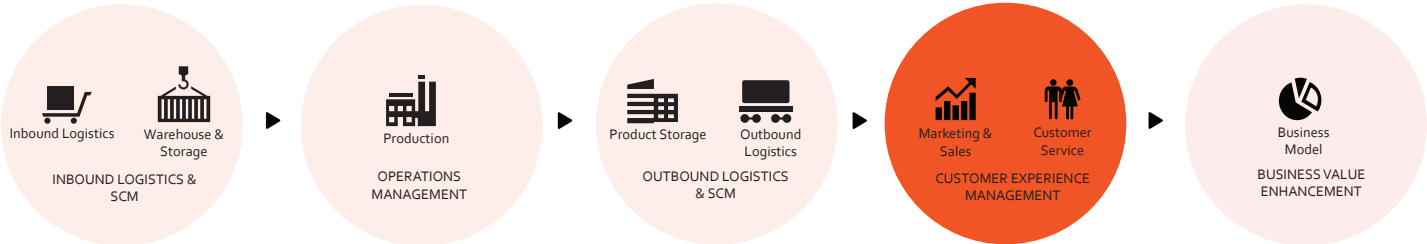
MARKET
MANUFACTURING / FOOD & BEVERAGE

LOCATION
Midwest, U.S.A

VALUE CHAIN SOLUTION
Customer Experience Management

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.

~ Rakesh Naidu, Executive VP, Optimized Solutions



ABOUT OPTIMIZED

Optimized Solutions International is a global professional services organization providing business enterprise solutions to clients for over 20 years. A pioneer in applying innovative, technology-based solutions to common business problems, Optimized Solutions is headquartered in Chicago, Illinois with offices in Boston & India.

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