

Delivering the gold standard in user experience

The largest jewellery chain in India

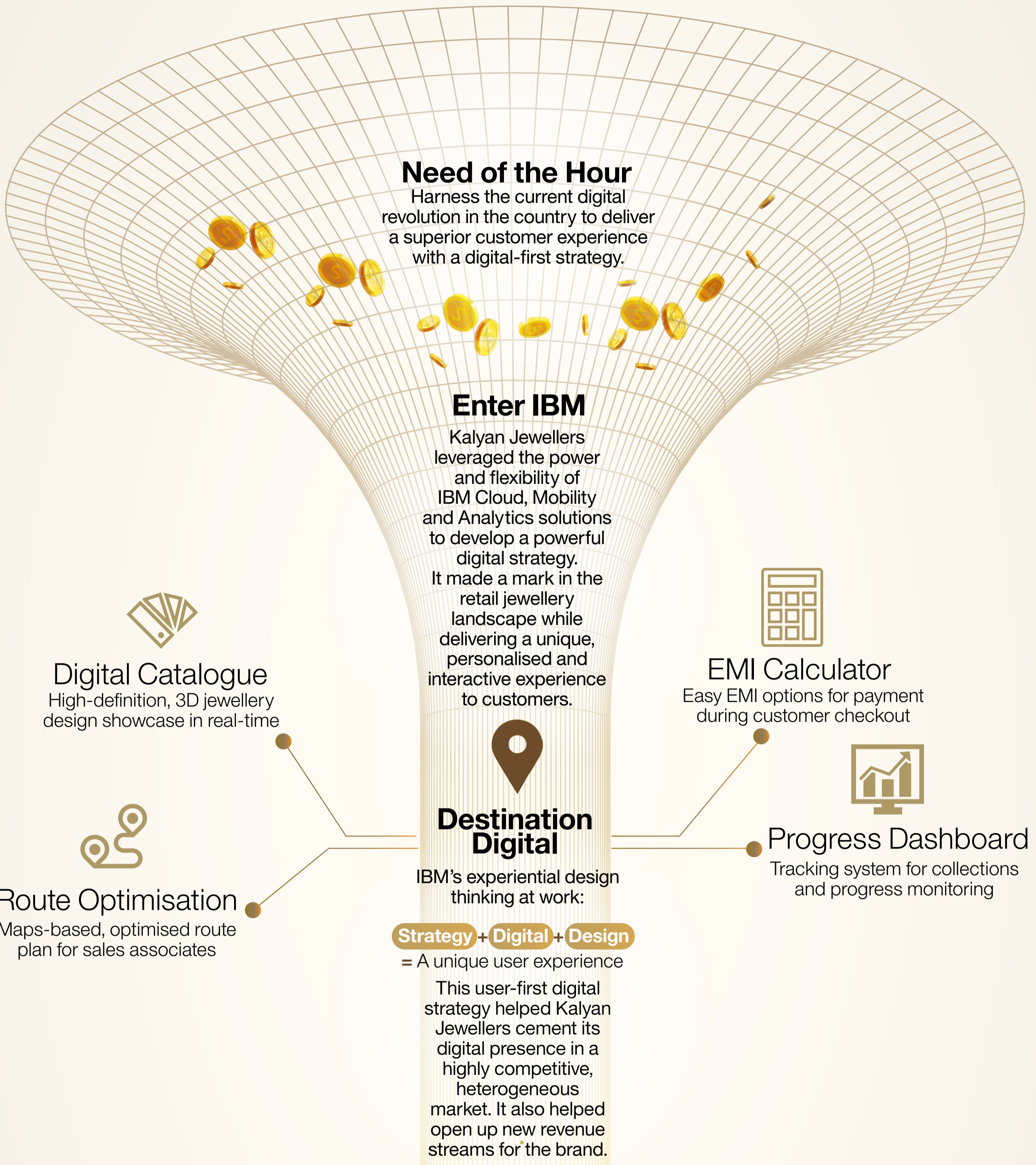


KALYAN
JEWELLERS

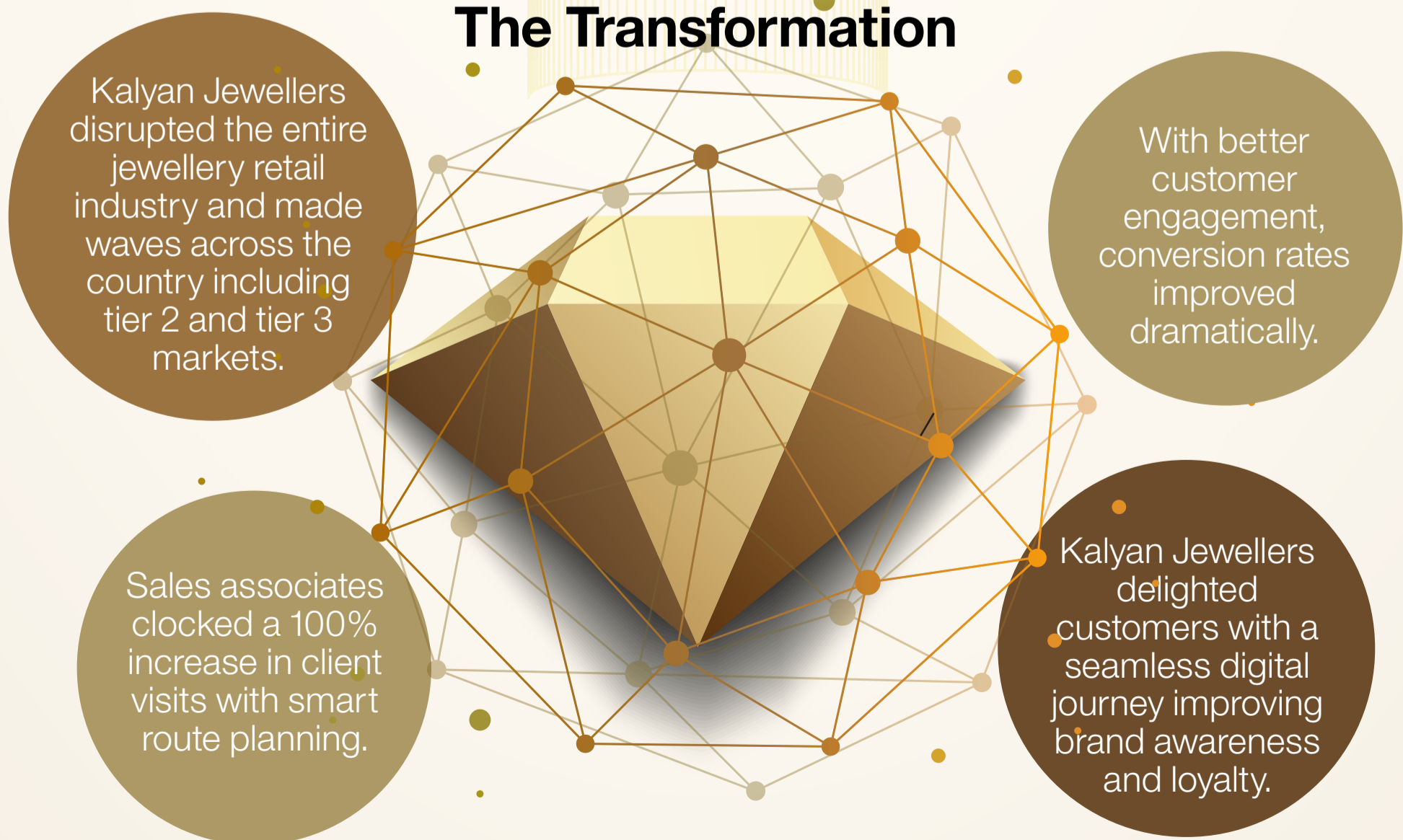
wanted to provide a differentiated customer experience through digital.

Task at hand:

- Deliver immersive experiences
- Promote a consistent brand image
- Increase cross-sell/up-sell of services
- Disrupt with a powerful digital strategy



The Transformation



With a digital strategy that focused purely on customer-centricity and resolving pain points, IBM was able to help Kalyan Jewellers set a benchmark in digital transformation.

Want to overcome competition with digital transformation?
Please contact an IBM representative at **1800 425 3303** or [visit our website](#)