



# Delivering the gold standard in user experience

The story of how IBM helped Kalyan Jewellers embrace digital transformation.

## Digital-First, Not Digital-Also!

The number of internet users in India is about 375 million.



By 2020, this number is estimated to increase to 730 million.



Digitisation in India is seeing unprecedented growth. Be it the Digital India initiative by the Indian government, or the introduction of 4G, or digital being the primary choice amongst the largest demographic dividend in the country – we are investing in large-scale digital infrastructure.

The thriving retail sector in the country directly reaps the benefits of digitisation, with close to 70% of the population accessing everything online. With larger incomes, wider choices, deeper internet penetration, and a well-informed, connected demographic, it has become a mandate for every player in the market to not just have a digital-also, but a digital-first strategy.

Wanting to join the digital bandwagon and provide a differentiated customer experience was the largest jewellery store chain in India – Kalyan Jewellers.

And IBM helped them accelerate their journey.

## The Business Objective

With a 2200+ strong sales force, Kalyan Jewellers – had all the manpower required to provide a customer experience like no other. They wanted to drive a transformative digital revolution through data intelligence, improved collaboration and advanced analytics.

### Kalyan Jewellers wanted to:

- Engage customers with immersive experiences to increase customer retention/conversion rates.
- Promote a consistent brand image and product positioning to increase loyalty.
- Improve employee productivity through route planning, cross-sell / up-sell of services and sales performance KPIs.

Kalyan Jewellers had ambitious global expansion plans and needed a partner who could help them leverage cutting-edge digital know-how. A partner who could improve customer experience, while fast-tracking the company's international strategy.

## The Partner of Choice: IBM

Kalyan Jewellers recognised the importance of a digitally disruptive strategy that would make the brand stand apart from the regular retail clutter while increasing brand recall. They also recognised the value of hosting their solution on a flexible, scalable infrastructure that would provide a consistent customer experience. And stay true to the brand promise of being transparent and committed to its customers.

IBM was but a natural choice to develop a powerful digital strategy that would make a mark on the retail landscape while delivering a unique, personalised and interactive experience to customers while purchasing Kalyan jewellery.

## About Kalyan Jewellers

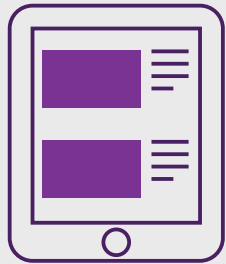
- Headquartered in Thrissur, Kerala
- 100+ showrooms across India and the Middle East
- Invests heavily in talented designers, highly qualified technicians and advanced technology



# The Journey Begins

IBM's experiential design thinking expertise blended digital and design seamlessly to create a digital journey that put user experience first. With the power and flexibility of IBM Cloud, Mobility and Analytics solutions, a unique digital strategy including a handy app was designed for Kalyan sales associates.

Empowered with instant access to geo-fenced, real-time customer data from the core database, the sales associates could now smartly target customers with personalised schemes and plans.



## Digital Catalogue

Showcase high-definition, brand new 3D jewellery designs that get instantly updated to reflect real-time store repository.



## Route Optimisation

Maps-based, optimised route plan for payment collection and lead generation.



## EMI Calculator

Calculate EMI options for payment during customer checkout. The app also displays total EMI payable.



## Progress Dashboard

Track customers and collections with ease. The management can also track sales agents / territory progress.

# The Transformation

Kalyan Jewellers' digital strategy not just set an example in the jewellery retail industry, but completely disrupted the way their competition approached digital. And this was not just limited to the cities, but made waves across the country, including tier 2 and 3 markets.

Despite being a player in a highly competitive, heterogeneous market, IBM's digital approach helped Kalyan enhance customer delight, uplift the brand image, open up new streams of revenue, and disrupt the jewellery retail industry like no other.

Kalyan sales associates clocked a 100% increase in client visits. With the doubling of this number, conversion rates have improved dramatically resulting in better customer engagement, higher revenue per employee, and increased overall turnover.

## What Kalyan Jewellers achieved:



Disrupted the jewellery retail industry

Regained tighter control on payment collections through instant enrolment and payment confirmation (OTP)

Increased productivity of sales associates with smart route planning

Delighted customers with a seamless digital journey

Drove greater brand awareness and loyalty

## The Conclusion

The jewellery retail market is highly diverse. To stay relevant in this market, it's crucial to ensure that you have a strong digital strategy, backed by an able technology partner who will not just help you weather storms but open up new digital horizons, expand to larger markets, and deliver efficiency.

In the midst of an unprecedented growth wave, Kalyan made the most of the market opportunity with a digital strategy that focused purely on customer-centricity and resolving pain points. IBM was able to build a digital strategy that disrupted the retail industry, while effectively driving brand awareness, increasing productivity and delivering direct results to the client.

*"Store-2-Door App had been a dream project for all of us since January 2016 and with your sincere efforts and hard work now we have achieved go-live as per the original schedule. Team IBM have really done a great job. I want to extend my most heartfelt appreciation to every person who worked on this project. Congratulation from all of us & we are excited about our Digital Transformation partnership with IBM."*

**T S KALYANARAMAN, Chairman & MD, Kalyan Jewellers**

## Take the Next Step

Want to find out how to overcome competition with digital transformation?  
Please contact your IBM representative @ **1800 425 3303** or visit [our website](#)