GlobalLogic

A Hitachi Group Company

Transforming mobile retail with a data-driven digital strategy

A global mobile brand needed to modernize its retail experience, improving customer engagement and optimizing in-store interactions.

GlobalLogic developed an interactive digital strategy, integrating data-driven insights, touchscreen displays, and a seamless omnichannel experience to enhance product discovery and drive sales.

40%

increase in customer engagement

Challenge

A leading mobile brand faced increasing competition and evolving customer expectations, requiring a modern, data-driven retail experience to enhance engagement and improve purchasing decisions.

The company **needed interactive, scalable digital touchpoints** to help customers compare products and make informed choices while also gathering valuable insights into shopping behaviors.

With a presence in diverse global markets, the solution had to adapt to different retail formats, from small partner stores to flagship locations, ensuring a consistent and engaging customer journey worldwide.

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Value Created

- Designed and deployed **interactive retail solutions**, including large-format touchscreen displays and personalized product recommendations

- Developed a **custom analytics platform** to track customer interactions and optimize store layouts based on real-time data

- Implemented a **scalable, cloud-based retail solution**, ensuring seamless deployment across multiple markets

Impact

- **40% increase** in customer engagement

- **Improved sales performance** through guided product discovery and digital touchpoints

- Enabled **data-driven retail optimization,** helping teams refine marketing and store layouts

- Delivered a **scalable, adaptable retail strategy** that enhances customer experience across global location