

TATA COMMUNICATIONS

Case study

A Personalized Experience: Giving greater convenience and control to the customer

How retail giant, Croma, meets its customers
virtually, at home or on the go.



Croma needed
Innovative ways to engage customers
at home during the pandemic with
full-service shopping

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Tata Communications delivered
A custom retail solution for
personalized sales in e-retail
providing ease-of-use for all

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Croma gained
A unique competitive advantage,
a strengthened brand image, and
improved customer satisfaction

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Croma needed

A solution to help Croma meet customers at the customer's convenience

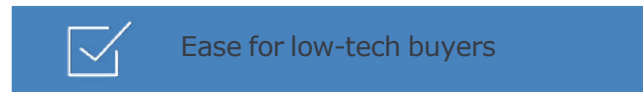
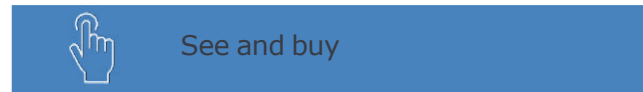
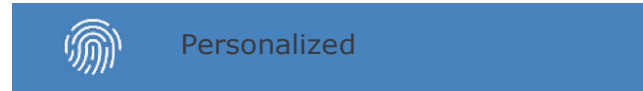
Transforming retail for the post-pandemic world

Nowhere did the Covid pandemic bring more need for change than in retail. How did one of India's largest electronic retailers respond when shoppers could not leave their homes?

There was an almost overnight collapse in footfall at physical stores. Retail space sat idle. Every indication was that the pandemic would mean disaster for retail businesses. Clearly, an entirely new approach to engaging customers was required.



Leveraging traditional retail advantages...



... by harnessing digital tools



About Croma Electronics

Croma is India's first large format specialist electronics retail store. Founded in 2006, Croma brings multi-brand digital gadgets and home electronics products under one roof.

Why Tata Communications?



Industry Expertise

Its innovative, adaptive mindset gives Tata Communications and its customers the edge in a competitive marketplace.



Ease of Integration

Tata Communications helps customers to integrate their business applications.



Single Source

Tata Communications is able to design and deliver custom solutions to meet the ever-changing needs of customers.

Tata Communications delivers

Tata Communications DIGO VX - A Customer Experience Platform, that allows Croma's customers to connect with sales representatives in real time

Tata Communications DIGO VX

Cloud-based WebRTC with intelligent routing capabilities

Modular, plug and play APIs that can be integrated to existing enterprise websites and 3rd party applications to have a single, seamless and connected user journey

Self-management portals with detailed call reports and analytics dashboards

24X7 availability around the globe and re-usable licenses based on shifts in order to leverage multi-party and subject matter expert connect

Tata Communications Shop with Video Creating a new customer engagement model for retail

Reductions of in-store traffic caused by the pandemic were mitigated by bringing to consumers a digital experience that retains the best features of a personal 'in-store' buying experience while ensuring the health and safety of both customers and employees.

Yet, even as health concerns abate, the convenience of at-home shopping remains an increasingly attractive alternative to in-store shopping. Many shoppers find a visit to the store inconvenient due to multiple reasons such as time, traffic, etc. and would prefer a salesperson to come into their home – via video – for a one-on-one showcase of products and services.

Croma's customers can view and discuss specific product features with representatives and make purchases from the comfort of their homes via video call. These video links can be shared with other family members to join in and participate in the decision-making. The Tata Communications solution is vertical-specific and customized per Croma's specifications, therefore perfectly suiting the retailer's requirements. Developed in response to the pandemic, Tata Communications was able to quickly integrate with its extensive partner ecosystem to deliver the solution.



The Shop with Video Solution follows a three-step approach:



Initiation

When a customer browses online, they can choose a Shop with Video option.



Need Identification

Once the customer identifies their product area of interest, the video connection is established.



The Video Connection

The customer is connected with a sales associate via a video call and helped as if they were shopping in-store.

Croma gains

A unique competitive advantage, data intelligence, and a strengthened brand image

“ Customers Speak

“You’re just sitting at home but you’re in the store.”
~ Somnath Ghosh, Croma customer

“I felt like I was able to connect with my customers again.”
~ Sales Associate, Croma

“We’re thrilled to have a partner who shares our desire to serve our customers with a world class omnichannel solution.” ~Avijit Mitra, CEO, Croma



Discover how Croma wins by meeting their customer at home.

Tangible benefits



+70%
conversion – more than
2x of other channels



9/10
post video call Net Promoter
Score (NPS)



200,000
Croma customers calls
in 2022



Build your future through a digital customer experience

If you are an enterprise in Retail/Auto/Real Estate looking to transform the way your customers experience your product, talk to your Tata representative about your company's digital transformation.

- How might you reach your high value customers in a way that is convenient for them?
- How can you integrate e-commerce, CRM and other digital platforms with 'phygital' solutions that will give them a competitive edge?

Transform Now

About Tata Communications

Tata Communications is a digital ecosystem enabler that powers today's fast-growing digital economy. The company enables the digital transformation of enterprises globally, including 300 of the Fortune 500 – unlocking opportunities for businesses by enabling borderless growth, boosting product innovation and customer experience, improving productivity and efficiency, building agility and managing risk. With its solutions orientated approach, proven managed service capabilities and cutting-edge infrastructure, Tata Communications drives the next level of intelligence powered by cloud, mobility, Internet of Things (IoT), collaboration, security and network services. Tata Communications has been a part of the rich heritage of the internet in India. Over the last 25 years, enterprise-enabled services have been essential to the adoption of digital services in the country. From utility to transformation, connectivity is an essential fabric of sustenance for the economy. Tata Communications is committed to enabling Industry leaders in this New World of Communications™, with our unique promise of delivering secure connected digital experiences.

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