

How a Brick-and-Mortar Retailer Became an Ecommerce Hero

Problem Statement:

A large traditional brick-and-mortar retailer was faced with the twin challenges of decreased sales and increased cost of servicing existing customers. It wanted to make the transition from its traditional physical stores business model to a digital-first ecommerce business model. But they wanted to maintain their core identity while embracing innovation and digital transformation.

Our Solution:

- Leveraged our deep market research expertise to understand customer preferences
- Created a bespoke digital transformation strategy to help win in a digital-first world
- Gave an omnichannel customer experience connecting the online and offline stores
- Ran high-impact marketing blitzkrieg for better branding and customer acquisition
- Integrated online orders with delivery by upgrading stock management and logistics
- Trained employees to balance digital skills with traditional retail industry expertise.

The Benefits:

- Over 50% growth in sales within one year of deploying an integrated digital strategy
- 15% growth in market share led to more focus on ecommerce as a business model
- Over 95% ecommerce customer satisfaction rates raised the brand identity online
- 40% increase in repeat customers due to brilliant omnichannel marketing strategy
- 30% more product categories added based on customer research and market analysis
- 25% lower costs thanks to seamless inventory management and improved logistics.

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