

## CASE STUDY

# Holistic Digital Transformation for a leading Seafood Supplier

### About Suyati

Suyati is a fast-growing digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: [www.suyati.com](http://www.suyati.com)

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## Executive Summary

A leading seafood supplier, on recognizing the growing needs of the millennial demographic, engaged Suyati to develop and jump start their omnichannel presence. What followed was a chain of transformational solutions, ranging from developing a state-of-the-art e-commerce portal, to a completely automated home delivery solution.

## About the Client

A prominent seafood supplier with a global presence and a pioneer among seafood processing companies. An ambitious client who wants to effectively utilize novel technologies for scaling further in the seafood business and also become the best online seller of frozen seafood.

## Business Challenge

Procuring and delivering high quality seafood was the utmost challenge faced by the client. Owing to the perishable nature of the products, maintenance of cold chain from procurement to delivery was an imperative. However, lack of an optimized delivery chain incurred heavy cost and decreased ROI.

## Suyati's Approach

A three step digital transformation approach; 'demonstrate, scale and transform' would holistically transform the four key pillars of the client, namely business model, customer acquisition, operations and culture.

## Technologies Used

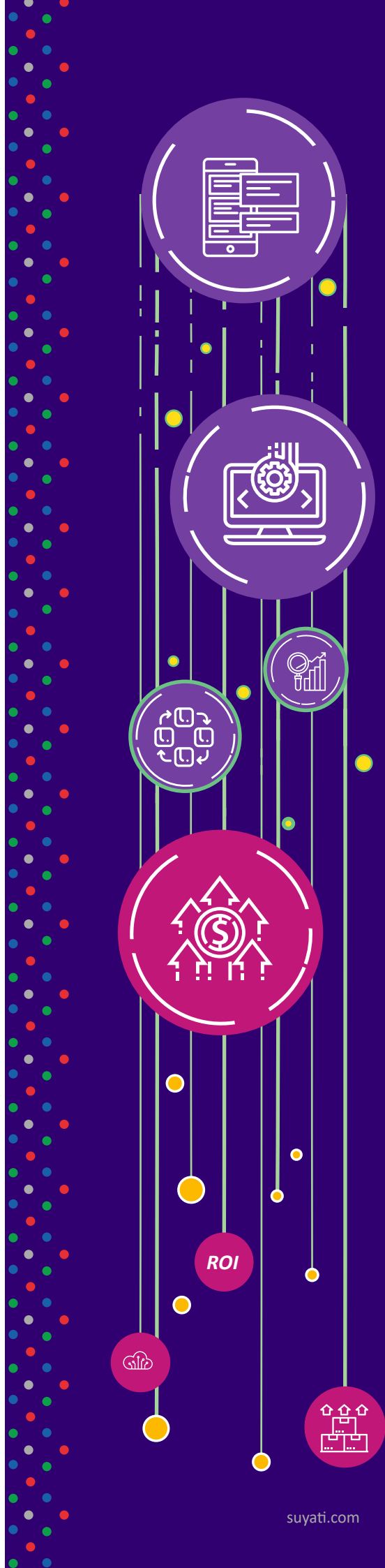
- **MAGENTO**- For website development
- **ANDROID**- For application development
- **SAP**- For automation

## Transformation Takeaways

Suyati undertook a massive Digital Transformation initiative and brought about the following results:

**New business model:** We enabled the client to open a new revenue channel in B2C space with an e-commerce solution that allowed them to sell directly to customers across geographies.

**Customer Acquisition** – We ensured that they have the right insight mining tools to effectively offer personalized marketing and campaign programs to attract more



customers, as well as improve interactions for returning customers every time.

**Operations** – Since the client was dealing with perishable goods, it was important to empower their employees with easily accessible intelligent navigation and logistics options to ensure direct delivery in the fastest time with minimal effort.

**Culture** – We ensured that their employees were able to easily adopt the disruptive new business model without having to learn about the complex underlying technology infrastructure.

## What The Client Loved

- Complete delivery chain automation
- A tailor made e-commerce solution adhering to the requirements
- Optimized work flows and increased operational efficiency
- Boosted customer engagement
- Increase in ROI

