

Reference

Driving customer-centric innovation across the retail value chain

Digital transformation makes for faster deliveries and happier end-customers

Atos

About the client

The client is a leading US company in the retail industry with a global presence. It offers a wide range of products and services for home renovation, construction, and maintenance.

At a glance

A leading US-based retail company was looking to match pace with its competitors by amping its operations to provide faster delivery using multiple shipping options. It partnered with Atos for a large-scale digital transformation project, leveraging **Atos Polaris AI platform** for enhanced efficiency.

Outcomes

- **15%+ surge** in lead conversion rates and average order value
- **75% reduction** in time for quote closure
- **5% increase** in sales revenue
- Achieved **100% paperless** sales with significant improvement in customer experience

Challenges

When scaling up is the only option

Although the client is a leading US retailer, it was facing disruptive competition from other online retailers. Despite its wide reach with **40,000+ stock keeping units (SKUs), 45+ installation services, and 3M customers**, it needed to scale up to provide faster delivery using multiple shipping options.

Solution

Agility and efficiency with Atos Polaris AI platform

Building on decades of a robust relationship, the client appointed Atos to undertake this large-scale digital transformation project. A robust technology remediation factory was established to modernize 400+ applications, reduce technical debt, and enable cloud readiness. This was executed using a distributed agile model, ensuring flexibility and speed across teams, further leveraging **Atos Polaris AI platform** for efficiency improvement.

The modernization effort included digital upgrades and the deployment of innovative tools like the iPad Measure Tool, which empowered home improvement technicians with zero-latency data transmission. Overall, this has enhanced field efficiency and the customer experience.

In parallel, a ground-up development approach was adopted to replace legacy COTS products within the supply chain and forecasting domain. Using Agile XP methodology, the team achieved a 50% increase in developer productivity and a 4X improvement in functional specification delivery (FSD) throughput. This transformation not only streamlined operations but also reinforced scalability and responsiveness across the enterprise



Results

Faster deliveries. Happier customers

- Improved **topline by 5%, conversion rate by 2.3% and 75% reduction in time** for quote closure, boosting customer satisfaction
- **40% faster** turnaround for measurement services
- **14% increase** in measure services throughput
- **30% reduction** in time to market
- 5% increase in sales revenue

Find out more

Atos' rich experience stems from developing and delivering high impact transformation projects using DevOps approach and Microservices architecture. The unique Atos Polaris AI platform is a prime example of cutting-edge technology and innovation for our clients.

Our teams are focused on digital transformation, application management, cloud migration, and AI/ML initiatives, with a strong emphasis on retail industry knowledge and customer satisfaction. This rich experience makes us uniquely positioned to deliver this business-critical project for our client.

>> Learn more about how Atos can help you achieve your business goals: [**Digital Applications - Atos.**](#)

>> Accelerate your business outcomes with a digital transformation. Contact us today: [**Contact Us - Atos.**](#)



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Let's start discussion together



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