

IMPROVING DIGITAL ENGAGEMENT

Consumer
Products
Manufacturer



An innovative consumer products manufacturer needed a digital partner who could help differentiate their brand, improve collaboration and customer engagement.

PROJECT HIGHLIGHTS

- ▶ Industry: Consumer Products Manufacturer
- ▶ Revenue: \$4B
- ▶ Technologies: Sitecore, Salesforce.com, SharePoint, .NET
- ▶ Geographic Location: United States
- ▶ Employee Strength: 4,100





BUSINESS SITUATION

A white label packaged goods manufacturer desired a stronger digital footprint to compete in the Consumer Packaged Goods market. They needed a digital partner with consulting, implementation, and support expertise.

SOLUTION

KPIT supports the manufacturers' entire digital portfolio from sales & marketing tools to internal collaboration portals. KPIT implemented, enhanced and supported their Sitecore platform (hosts their brand & corporate websites), their Salesforce.com CRM platform, internal SharePoint collaboration portals, and custom developed web applications.

OUTCOME

- ▶ Brand differentiation and content personalization using industry leading CMS platform and web analytics
- ▶ Streamlined an effective collaboration across employee ecosystem
- ▶ Custom developed applications to meet business process needs and customer requirements

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