

CASE STUDY

A global manufacturer gears up for growth

How Kravet Inc. expanded its reach with an online storefront to put customers first

WHO WE WORKED WITH

Kravet Inc., a leader in the home furnishing industry

WHAT THE COMPANY NEEDED

The company wanted to create a modernized shopping experience for its global audience and unify its digital marketing efforts

HOW WE HELPED

United three independent websites into one cohesive storefront, built with a responsive and intuitive user experience

WHAT THE COMPANY GOT

The ability to reach a new generation of interior designers, increase online capacity, and achieve a 95% increase in users since launch

CHALLENGE

With websites, three's a crowd

Kravet Inc. was looking to replatform its three main websites - Kravet.com, LeeJofa.com, and Brunschwig.com - and its homegrown e-commerce portal into a single experience.

The company needed to streamline its digital presence, simplify the shopping journey for customers, and unify its digital marketing efforts to build brand buzz.

SOLUTION

A one-stop storefront for customers

By partnering with Rightpoint, a Genpact company, Kravet Inc. had the support it needed to create a new shopping experience and modernize its approach to e-commerce.

The new website integrated with the company's existing ERP system to create visibility into customer-specific pricing and

real-time inventory positioning. Features such as image-based search would also give users a more a personalized experience that was also mobile-ready.

IMPACT

Online growth that shows no signs of stopping

The new online storefront brought together all three brands for a modernized approach to e-commerce. It also established an infrastructure that allowed Kravet Inc. to connect its previously fragmented digital marketing efforts and reach new audiences.

Ultimately, the investment paid off. Year to date, Kravet Inc. has seen a 34% increase in online sessions and a 45% growth in users on-site year-over-year. Overall, this equates to a 95% increase in users since launch. And it shows no sign of stopping.

[Learn more about how Rightpoint, a Genpact company, transforms customer and employee experiences.](#)

About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. Led by our purpose -- the relentless pursuit of a world that works better for people - we drive digital-led innovation and digitally enabled intelligent operations for our clients. Guided by our experience reinventing and running thousands of processes for hundreds of clients, many of them Global Fortune 500 companies, we drive real-world transformation at scale. We think with design, dream in digital, and solve problems with data and analytics. Combining our expertise in end-to-end operations and our AI-based platform, Genpact Cora, we focus on the details - all 90,000+ of us. From New York to New Delhi, and more than 30 countries in between, we connect every dot, reimagine every process, and reinvent the ways companies work. We know that reimagining each step from start to finish creates better business outcomes. Whatever it is, we'll be there with you - accelerating digital transformation to create bold, lasting results - because [transformation happens here](#).

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