

Case Study

Transforming Retail Innovation

Leading Global Fashion Retailer
Elevates Customer Experience
and Compliance with Thales

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Building a future we can all trust



Introduction

One of the world's most prominent leaders in global fashion and lifestyle recently introduced a new business strategy to establish itself as a premier tech-driven fashion platform and secure its position as a top global apparel industry leader. Central to this strategic vision, the enterprise was looking for ways to double their digital presence by 2025.

To achieve this ambitious objective, the enterprise was looking for a future-proof Customer Identity and Access Management (CIAM) platform that would help them manage their consumer identities in a secure and frictionless way across 60+ global markets. They also wanted to choose a solution provider that was flexible, scalable, and willing to grow with the company as a partner rather than just a vendor.

The Challenge

In the midst of the retail industry's digital transformation journey, it was clear that this enterprise was actively seeking ways to distinguish itself and solidify their brand as true leaders of the industry. While the company had already implemented a CRM tool for secure customer data storage, it became apparent that the existing tool was falling short in delivering an exceptional user experience.

Therefore, the retailer aimed to prioritize UX at the core of their CIAM solution. To ensure this, the platform needed to address four key objectives:

- Simplify and streamline online and in-store registration processes to deliver frictionless shopping experiences across all 60+ global markets in 15 different languages
- Create 10 different user journeys based on what region the customer is coming from
- Integrate seamlessly with their homegrown solution that's already in place
- Stay compliant to different regions' data laws and regulations

The Solution

After the retail company submitted an RFP request, Thales took the initiative to immediately get the conversation going. The organization chose the Thales OneWelcome Identity Platform as their CIAM solution to centrally manage their customer identities and create a better user experience for four main reasons:

Customer-centric approach

The Thales team took the initiative to create a reliable relationship with the customers, setting up calls and follow-up sessions to make sure the platform could address their needs. Thales' prompt response and willingness to meet them where they were in their CIAM buying journey made it easy for the global fashion leader to want to talk to us and create a partnership rather than a sales opportunity. Thales was able to close this deal in 7 months.

Always-On compliance

Because the retailer had such a wide reach of customers across three different regions, they needed a solution that could tailor to different data laws. The Thales OneWelcome Identity Platform offered the most leniency and flexibility and provided industry- and region-specific compliance to ensure that the retailer can provide exactly what is required for each region for every interaction.

Agile user journey orchestration

Thales provided the company with demos on all the different user journeys the Thales OneWelcome Identity Platform could implement. These demos showcased how customizable and agile user journey orchestration could be, and how each user experience differs depending on the location of the customer. In addition, the Thales team also demonstrated how modern methods like progressive profiling and multi-branding capabilities can help the brand improve the user experience.

Module flexibility

Thales' open API-first approach to architecture made it easy for the retailer to center their strategy around user experience without having to deal with the complexities that go on behind the screen. The plug-and-play style modules within the Thales OneWelcome Identity Platform made it simple to integrate the solution seamlessly into their existing tech stack. Thales even demonstrated how easy it was to develop a branded mobile app in a matter of days.

The Results

The retailer was able to provide streamlined shopping experiences while staying compliant across all their global markets, ultimately securing their spot as a global brand leader in the retail space.

With the Thales OneWelcome Identity Platform in place, the global fashion and lifestyle brand delivers more personalized shopping experiences for their customers, not matter what region they're shopping in. The company is also able to conveniently monitor customer behavior in their user journeys and gather better data to continuously improve user experience. The retailer has also enhanced their security posture and accelerated compliance with regulations such as CCPA and GDPR.

Additionally, the retailer found a reliable partner for future digital transformation initiatives – Thales' proactive and consultative approach allowed the Thales team to meet the CIAM needs of this global enterprise and even go above and beyond their expectations.

About Thales

As the global leader in data security, Thales helps the most trusted brands and organizations around the world protect their most sensitive data and software, secure the cloud, provide seamless digital experiences, and achieve compliance through our industry-leading data encryption, identity and access management, and software licensing solutions.