Apexon

DIGITAL SOLUTIONS TO ENHANCE THE USER EXPERIENCE & HELP BRANDS SCALE

HARNESSING DIGITAL TECHNOLOGY

E-Commerce businesses face growing competition, shrinking margins, and challenges of customer retention.

The problems are sophisticated, but so too are the technologies available to overcome them. Success requires carefully crafted digital engagement strategies that can provide tailored shopping experiences with dynamic pricing and promotions that keep customers coming back.

By harnessing their own data, e-commerce businesses can significantly improve the experience for customers, boosting their loyalty while improving the bottom line.

Apexon is a *digitally* native company that is helping E-Commerce and D2C companies across the globe rethink their business processes, modernize customer engagement, and leverage digital technology and data-driven insights to create a sustainable competitive advantage. Our combination of technical expertise and software accelerators enable our clients to deliver new digital services to market faster and more efficiently with the highest possible service levels.

ABOUT APEXON

1200+ Digital Engineers

Headquartered in Silicon Valley

Additional Locations: New York, London and India

Backed by Goldman Sachs & Everstone Capital

HOW WE DELIVER

UNIQUE E-COMMERCE TECH ACCELERATORS FOR FASTER TIME-TO-MARKET

CLIENT-FIRST CULTURE

DEEP EXPERTISE IN EMERGING TECHNOLOGY

DISTRIBUTED AGILE GLOBAL TEAMS

DATA-DRIVEN USER EXPERIENCE

PROGRESSIVE DELIVERY

CHALLENGES & TRENDS

D2C & E-COMMERCE

FROM DATA TO INSIGHTS

Digital has accelerated the capture of valuable customer data, but without the right strategy and technology, it cannot be leveraged to its full potential. Leading companies in this space have realized the shortcomings of Customer Relationship Management (CRM) and Data Management Platforms (DMP's) and - in order to stay relevant - have to migrate from traditional CRM and DMP systems to Customer Data Platforms (CDP's).

GENERATIONAL SHIFTS

The next generation of digital natives, Gen Zers, are influencing markets at an increasing rate as they transition into consumers and workers. Their expectations for the customer experience are greater and they have no in-built loyalty to the brands that are popular with their parents. But if the experience is right for them, brands can see skyrocketing success as they are shared among their network (exemplified by companies like TikTok).

HYPER-PERSONALIZATION

Simple personalization such as putting customer names in emails does not move the needle anymore. Younger generations expect that brands understand them at a deeper level. By leveraging AI and big data captured in online and offline channels – a hyper-personalized experience for customers can be created to build a stronger, longer-lasting and profitable relationship.

OMNI-CHANNEL EXPECTATIONS

Interacting with the customer across multiple channels is now the norm. This poses the challenge of designing a seamless experience for customers across all touchpoints. Designing the right service journeys for the right devices, optimizing and connecting individual touchpoints, and employing the right technology at the core all help to achieve the right omni-channel experience.

CUSTOMER RETENTION AND LOYALTY

Consumers now have an abundance of similar options which are just a Google search or an app store search away. If this vast choice is combined with an inconsistent or uninspiring customer experience, it will remain difficult to retain customers. More thought needs to be given to an effective digital strategy to retain and engage customers, which requires a well-informed digital strategy powered by the engineering expertise to build contextual and personalized rewards and loyalty programs, gamification, community building, and effective loyalty programs.
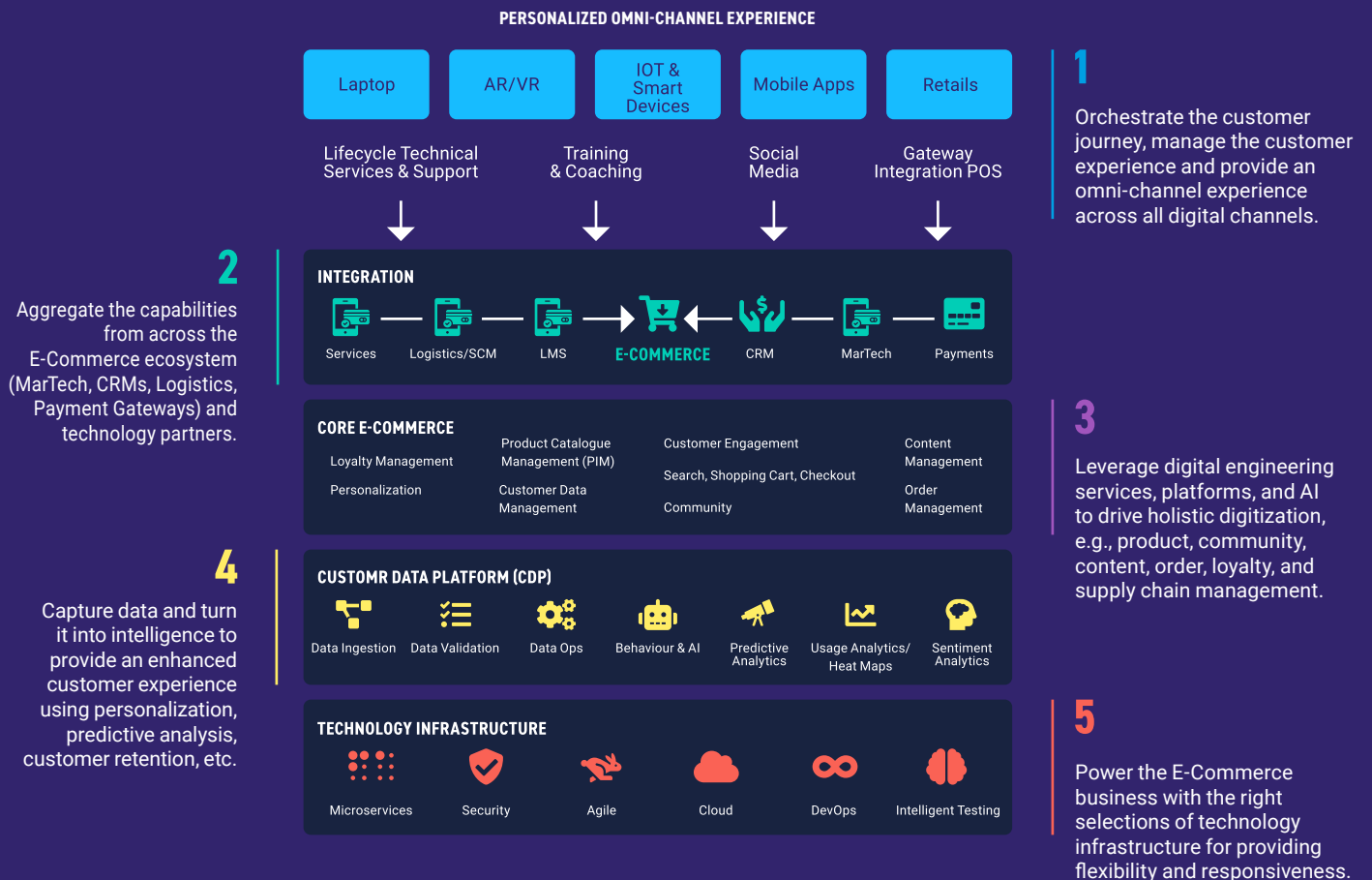
THE NEED FOR SPEED, SCALE AND SECURITY

Many organizations find it difficult to adapt quickly to changing customer needs, which can be damaging or even fatal to their revenue. Having digital at the core rather than as a support function helps organizations stay relevant, meet any shift in business and better penetrate their target markets.

APEXON

D2C & E-COMMERCE FRAMEWORK

PERSONALIZED OMNI-CHANNEL EXPERIENCE

Laptop	AR/VR	IOT & Smart Devices	Mobile Apps	Retails
Lifecycle Technical Services & Support	Training & Coaching		Social Media	Gateway Integration POS

1
Orchestrate the customer journey, manage the customer experience and provide an omni-channel experience across all digital channels.

2
Aggregate the capabilities from across the E-Commerce ecosystem (MarTech, CRMs, Logistics, Payment Gateways) and technology partners.

INTEGRATION

Services — Logistics/SCM — LMS → **E-COMMERCE** ← CRM — MarTech — Payments

CORE E-COMMERCE

Loyalty Management	Product Catalogue Management (PIM)	Customer Engagement	Content Management
Personalization	Customer Data Management	Search, Shopping Cart, Checkout	Order Management
		Community	

3
Leverage digital engineering services, platforms, and AI to drive holistic digitization, e.g., product, community, content, order, loyalty, and supply chain management.

4
Capture data and turn it into intelligence to provide an enhanced customer experience using personalization, predictive analysis, customer retention, etc.

CUSTOMR DATA PLATFORM (CDP)

Data Ingestion | Data Validation | Data Ops | Behaviour & AI | Predictive Analytics | Usage Analytics/ Heat Maps | Sentiment Analytics

TECHNOLOGY INFRASTRUCTURE

Microservices | Security | Agile | Cloud | DevOps | Intelligent Testing

5
Power the E-Commerce business with the right selections of technology infrastructure for providing flexibility and responsiveness.

FOCUS AREAS

- "Phygital" Strategy
- Omni-Channel Experience Design
- Customer Engagement Platforms
- Community Platforms
- MarTech
- Loyalty & CDP
- Analytics & Insights

CUSTOMER SEGMENTS

- Fashion & Lifestyle
- Cosmetic & Skincare
- Consumer Durables
- Publishing & Education
- Travel & Hospitality
- On-Demand Media Services

DELIVERING RESULTS FOR OUR D2C & E-COMMERCE CLIENTS

Multinational Hospitality Company

MarTech

Personalized an omni-channel experience based on customer profiling and dynamic segmentation.

intermiles

Rewards & Loyalty Platform

Designed and developed customer-centric 360-degree rewards & loyalty platform in the travel and lifestyle sector.

THE BODY SHOP

Platform Engineering, SAP Update and migration

Powered the leading in-store and online retailer of cosmetic goods with the right leading Digital strategy and QA.

WW

Custom-built Community Platform

Developed digital community platform to help engage members to stick to healthy habits, weight loss, maintenance, fitness, and positive mindset.

CORSAIR

Customer Engagement Platform

Enabled hyper-personalized engagement platform improving customer focus for their direct-to-consumer e-commerce model.

PARTNER ECOSYSTEM

Apexon is a Bronze Solution Partner

Helping organizations by providing end-to-end UI/UX services for Adobe from strategy and design to deployment, testing and support; incorporating the latest digital tech including Voice/ Chatbots, adaptive interfaces, AR/VR and Bluetooth connectivity.

Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?