



eClerxDigital

SOLUTIONS FOR HOME FURNISHING COMPANIES

CREATING EXCEPTIONAL CUSTOMER EXPERIENCES



ELEVATE THE CUSTOMER EXPERIENCE

e-Commerce managers deliver relevant online experiences with the application of our analytics and personalization solutions



INCREASED OFFLINE CONVERSIONS

Digital experiences are optimized to improve the online research phase and drive offline sales



CONSISTENT OMNI-CHANNEL EXPERIENCE

Computer generated lifestyle imagery complements traditional photography to provide a full library of product images at a fraction of the cost and time



IMPROVED ORGANIC SEARCH TRAFFIC

Through A/B testing, understand what furniture and home furnishing customers are looking for then create relevant content for increased revenue

Many home furnishing manufacturers and retailers are moving from traditional photography methods, to new and creative technologies that reduce expenses and expedite time-to-market. CG (computer generated) images create engaging and consistent customer experiences across multiple channels to deliver increased revenue, even when the products are not yet physically available.

Complementing our creative services team, eClerx Digital are experts in digital and marketing analytics elevating the customer journey to a new level. From product data management to advanced analytics as well as marketing operations support such as A/B Testing, Website Optimization, and onsite search, we enable home furnishing leaders to maximize every customer touchpoint.

Contact us to create an exceptional customer experience: inquiries@eclerxdigital.com

CG WORKFLOW

1.style & mood

2.models

3.clays

4.textures

5.materials

6.final assets

APPLICATION

PRINT

eCOMMERCE

LIFESTYLE

SOCIAL MEDIA

WEB

USER EXPERIENCE

INTERACTIVE

FORMATS

images

videos

360°

real time

configurators

augmented reality

ABOUT ECLERX DIGITAL

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across furniture and home furnishing, retail, fashion, media and entertainment, manufacturing, travel and leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

CONTACT

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