



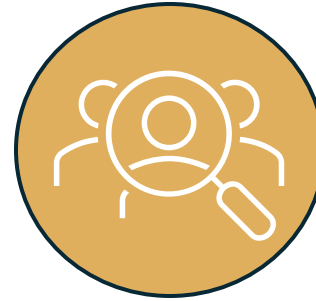
Kiara Jewellery sought a user-friendly CRM system to create customer profiles and enhance the digital customer experience. Their vision was to leverage digital transformation for a standout online jewellery presence. The challenge was transitioning from a traditional storefront to a digital one. Omnific introduced Salesforce foundations, providing access to various digital channels for a 360-degree customer overview. This enabled superior marketing capabilities for engaging customers and leads in seasonal and nurturing campaigns. Additionally, the brick-and-mortar stores utilized Sales Cloud reporting, integrated with their existing ERP "Win Gold" system, to stay updated on business performance.



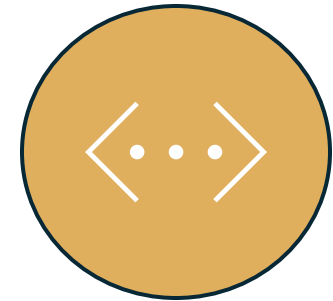
Implemented a user-friendly CRM system to create customer profiles.



Transitioning from a traditional storefront to a digital one.



Enabled superior marketing capabilities for seasonal and nurturing campaigns



Integrated Sales Cloud reporting with the existing ERP "Win Gold" system for business performance updates.

