

AEO: Reimagining Customer Loyalty with an Omnichannel Platform

AEO engaged Grid Dynamics to design and implement a new cloud-based omnichannel loyalty platform. The GD team performed an analysis of the current platform along with new feature requests, reconciling everything in the new solution.

The challenge

AEO's previous third-party legacy loyalty engine displayed several major shortcomings that were affecting customer experiences and marketing services. AEO decided to switch to a more customizable cloud-native solution in order to bring customer data in-house, ensure data consistency across the system, decrease time to market for new features, and to eliminate high license and maintenance costs.

The solution

The new platform was designed and built following microservices architecture patterns with a cloud-native and open source technology stack. While legacy integrations were primarily file-based, the new platform is designed to support real-time event-driven communications in addition to selected previous methods that were retained for compatibility purposes.

The results

Grid Dynamics was able to design a solution for American Eagle Outfitters that improves the experience of customers and marketing managers, increases enterprise agility, boosts speed to market for new campaigns and promotions by 20x, and cuts over \$1M of annual licensing fees.

“Our ability to provide value to our customers and business partners was not that great given that we always depended on outside vendors. We felt that this platform could be a differentiator for us and wanted to have the ability to react quickly.”

Ljubomir Cvetkovic, VP of Engineering at American Eagle Outfitters.

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About American Eagle Outfitters

American Eagle Outfitters is a Fortune 1000 lifestyle, clothing, and accessories multi-brand retailer with over 1,000 locations worldwide and multi-billion dollar annual revenues. The company provides a sophisticated customer experience ecosystem focused on agility and speed of innovation serving younger digital-savvy customers.

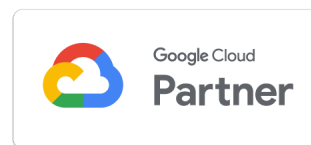
Industry: Retail & Wholesale

Primary project location: United States



About Grid Dynamics Holdings, Inc.

Grid Dynamics is a leading provider of technology consulting, engineering and data science services for Fortune 500 corporations.



Products

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