

Emerce Commerce acquires Truth

Engagement with the customer has become the critical skill to master in an increasingly complex retail environment. This is even more relevant in the online world. Only by truly knowing the customer can brands provide a relevant and personalised online shopping experience that leads to increased visitor engagement and increased conversion rates.



Amanda Cromhout, CEO of Emerce Commerce and Truth, and Emerce Commerce CTO, Matt Roux.

Omni-channel and online retail specialists, Emerce Commerce, has acquired a 51% stake in the boutique customer loyalty agency, Truth. By placing the customer at the heart of e-commerce, Emerce Commerce can now offer a seamless solution to clients looking to increase online lead generation and e-commerce revenues through an unprecedented understanding of the customer.

“Typically, when considering e-commerce most organisations start from a point of technology instead of starting with the customer. To be customer-centric, systems architecture needs to be built around serving the customer – not serving the existing internal structure of the business, such as the product or the business channels,” said Amanda Cromhout, founder of Truth and CEO of both Emerce Commerce and Truth.

She continued: “This dynamic new partnership means that together we can help our clients empower every aspect of the business to think customer first – and, by doing this, eliminate the internal constraints that legacy systems are built around. It’s about having the edge over your competitors because you’re really connecting with your customers on a whole new level.”

Committed to aligning omni-channel strategies

Emerce Commerce is wholly committed to aligning omni-channel strategies with its clients’ broader customer-centric strategies in order to achieve real commercial results.

Collectively, Emerce Commerce and Truth work with some of South Africa's most well-loved and forward-thinking companies, such as The Spur Group, NASPERS, Sorbet and The Foschini Group. Now, clients can benefit from a full-service company that applies customer-first, omni-channel strategies to endear customers through innovative engagement techniques that see optimal growth.

The CTO of Emerce Commerce – and former CTO of Kalahari.com – Matt Roux works hand in hand with the executive team to identify the most cutting-edge e-commerce opportunities and match technology platforms and development teams to customer needs. He said: “Having Truth in our armoury to build e-commerce from a true customer approach is a phenomenal development in our business and we look forward to long-term, sustainable successes for our clients.”

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