

Case study

# How a Global Home Improvement Retail Company Leveraged PS India GCC to Drive Strategic Growth and Value

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## GCC Partnership

The company sought to resolve significant engineering quality challenges with its existing vendor partners. To address these issues, it leveraged Publicis Sapient's India Global Capability Center (GCC) to enhance its engineering capabilities and streamline operations. This collaboration aimed to provide more efficient, high-quality solutions, competing against established players which posed strong competition due to their lower cost structures.

## Key Differentiators

Through the India GCC, the retailer benefited from a dedicated team that delivered engineering solutions via Agile Scrum teams across various business modules. The team, which peaked at 60 members and stabilized at 34, consistently met high-quality standards and executed key strategic initiatives, such as the Local Pro Mobile App and the Order Fulfilment App.

Additionally, the India GCC expanded its relationships with senior leadership in Toronto and across portfolios, leading to greater integration of efforts across global operations. The specialized expertise of the India-based teams, coupled with their deep understanding of the client's needs, provided a competitive edge. Notable achievements include innovative POCs that integrated Gen AI into Product Content Creation and Conversational Search, demonstrating the team's capability to deliver cutting-edge solutions.

## Road Ahead

As the retail company shifts more roles offshore, the GCC's agility and competitive pricing position it as an essential partner for delivering new strategic projects, including Salesforce Cloud enhancements and Machine Learning applications. The retailer's decision to increasingly rely on the India GCC highlights the growing importance of the Indian market and its talent pool, allowing for cost-effective, high-quality solutions to meet business demands.

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