



Lifetouch

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Customer

Lifetouch is a leading U.S. photography company. As the photography industry has moved to a commodity over the past two decades, Lifetouch has had to adapt a digital strategy focused on customer engagement and enablement.

Industry:

Other



Challenge

Lifetouch was looking to leverage cloud technology to support digital transformation to keep pace with the demands of the connected customer. The company wanted to enable digital activities such as BUs and channels to fully understand their customer.

Technologies:



Solution

Eagle Creek built a solution utilizing the Salesforce product suite to leverage a robust Marketing Cloud deployment that included Pardot, Sales and Service. The Salesforce product suite enabled Lifetouch to streamline sales, operations and services so they could gain a consolidated understanding of their customer at every stage of their life journey - from Pre-School through present day through new product offerings like iMemories.

Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Contact our sales team at <https://www.eaglecrk.com/contact-us>