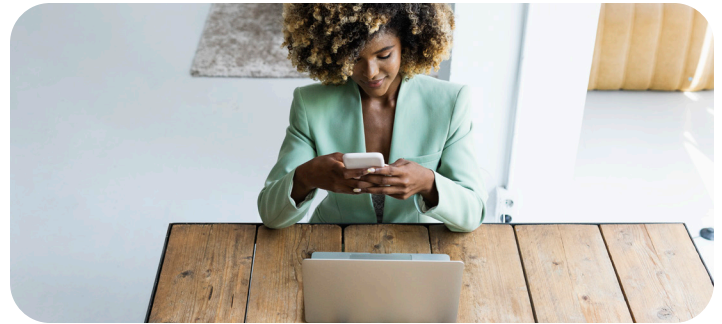


Client case study

How Hillarys India leveraged Spring by CitiSM to power its digital payments platform, offering customers a smoother and efficient payment experience.



About Hillarys

Founded in 1971 and a part of the Hunter Douglas group, the world's largest window coverings company, Hillarys has been a leader in made-to-measure blinds, curtains and shutters across Britain and Ireland. We're excited to bring our 50 years of craftsmanship and creativity to India.

Client objectives

- Ease of doing business
- Payment Optimization/Centralization

Product used



Business challenge

Hillarys, a renowned manufacturer and retailer of made-to-measure window blinds, shutters, curtains, and awnings, has been a leader in home décor across Europe for 50 years. As it expanded into India, the company aimed to launch a web-based platform to enable direct sales to homeowners.

To ensure a smoother and efficient customer experience, Hillarys sought a reliable payments ally that could provide multiple payment options while also offering strategic advice on payment flows. Given this was the company's first direct-to-consumer platform in India, they required expert guidance on optimizing payment journeys.

Results

The successful implementation of Spring by CitiSM has empowered Hillarys India with:

- A frictionless and dynamic payment solution tailored to their business needs
- A smoother digital payment experience for homeowners
- Optimized order management through direct integration with the Hillarys CRM software

With this strategic partnership, Citi has enabled Hillarys India to enhance operational efficiency, improve customer experience, and accelerate its digital transformation in a key growth market.

“Citi's payment gateway solution provides wide reach, security, technological innovation, and personalized support — making it an ideal partner for corporate clients seeking reliable, scalable, and integrated payment processing.”

Raghavan Santhanam,
CFO, Hunter Douglas Group, India

Why Hillarys chose Citi

To align with Hillarys' expansion strategy, Citi implemented a two-phase approach, leveraging its Spring by CitiSM consumer payments acceptance solution:

- **Phase I:** Launched in October 2024, this phase introduced a manual payment link generation system, enabling Hillarys to expedite business operations in India.
- **Phase II:** Citi integrated its payment acceptance solution with Hillarys' Customer Relationship Management (CRM) for order management. This integration automated the creation of payment acceptance links, streamlined transactions, and enhanced the end-to-end sales cycle.

Citi Services

We provide global solutions that can help clients drive their business forward while investing in innovation to bring new solutions to life.

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