Innovative Solutions for Modernization in Retail

The Customer
A leading retailer with more than 2600 stores across US and Canada catering to home appliances, consumer electronics, hardware, apparel, home décor, automotive repair and maintenance. Largest provider of home services with more than 11 million calls serviced annually.

The Need
Retail Business Scenarios viz. In-Store Management, Warehouse Management, Mobile Commerce, Consumer Experience, Product Information Availability, Loyalty, Analytics, Advertising, Location Demographics, Workforce Management, et al. is all a recipe for transformation. The need for modernization of course has to be aligned with consumer behavior – their trends, lifestyle and their power to demand and influence the change in business processes.

Consumerization of the industry coupled with the ubiquitous potential of mobile/smart devices and catering to an Informed, Well Connected Customer builds up an immense challenge as well as opportunity to retailers.

- Customer: A Large Retailer facing challenges of Consumerization due to technological advancements and looking forward to a next Generation Integrated Format Retail.

- Solution: Happiest Minds implemented a bouquet of transformational solutions ranging from warehouse process management to customer interface touch points. Developed an integrated mobile enabled platform using Interactive Tablets as kiosks and iPods as communication devices providing Workflow automation for improved Warehouse operations, In-Store Operations, Unified Communication, Digital Displays, Self Service Kiosks, BI, Analytics and Reporting.

- Benefits: Optimized Workflow Processes, Information on Demand, Quick Turnaround Times, Faster Price updates and corrections, Ability to do near Real Time product reconciliation and KPI Monitoring of applications and products leading to Enhanced Customer Experience and Improvement in overall Business Agility and Efficiency.

Snapshot of Case Study

Shopping Experience is a differentiating factor along with price

Cementing of Customer Loyalty is important

Workflow optimization and performance monitoring are vital

Omni Channel commitment is imperative - Be it In Store, Web, Mobile, Social Media, businesses have to cater to Information on Demand

Need to Convert touch point from “Search to Know” to “Transact to Purchase”
1. **Warehouse Process Management Transformation**
   Workflow application built for iOS devices which replaces existing legacy devices, featuring:
   - Manifest Creation, Fulfillment and Tracking
   - Segregation, Scanning, Printing of Item Tickets, Bin Tickets and Labels on Thermal Printers
   - Near Real Time Stock Keeping, Reconciliation and Reporting as against end of day practice
   - Overall improvement in Warehouse Operations with productivity improvement and resource utilization

2. **Customer Experience Enrichment**
   **Merchandise Pickup**
   - Developed applications for Self Service Kiosks for Merchandise Pick up, Drop and Return
   - Enabled work flows for Identification of Customer, Communication to Associates
   - Credit Card Payment Processing
   - Faster Transaction Processing, delivery of goods within committed SLA of 5 minutes
   - Improved Merchandise Pickup/Return Experience – Speed, Accuracy and Efficiency
   - Allows curb-side pickup and drop off

**Merchandise Pickup Kiosk:**
- Order on-line and Pick up from store where things are kept ready and packed
- Returns
- Exchanges
- Repairs
- Help
Integrates Product Catalogues and Brochures with reviews, demos and embedded multimedia content

Seamless availability of product information across web, iOS and Android tablets/devices for associates and consumers

E-Publisher System

Built an innovative document publisher and reader that enables seamless view of product manuals and video content

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Expiring Inventory Management

Built BI reports depicting product inventory based on Expiry date. Mobile enabled workflow application for store operations to

Generate and Process Manifests

Allow targeted and time-based promotions

Publish Cost, Time and Location based product Analytics Reporting on Demand

Unified Communication

VOIP based application developed for associates for Internal Communication and Conference

One Click Voice Communication enabled through applications on iPod, iPad

Enabled three way conferencing, file sharing on Intranet
KPI Monitoring
Built BI and Analytics Reporting Platform for Managers to enable insight into
- Performance Trend Reporting for location, product and workforce
- Drill Down Functionality for 300+ matrices enabled on web and mobile
- Rewards and recognition of talent based on department and region
- Improved customer experience by bringing Right Product for the Right Customer at the right time
- Cost and Time related Performance Analysis
- On Demand Near Real Time Analytics to facilitate faster decision making
- Allows gamification of performance management

Technologies Used

- Mobility
  - iOS, iPad, iPod, Android
- BI, Analytics, Reporting – Data Stage, Jasper, Teradata
- UX Generation, HTML 5, J2EE, Spring, AJAX
- External Integration with Scanners, Credit Card Readers, Thermal printers, e-Ink devices

The Happiest Mind Differentiators

Happiest Minds expertise in disruptive technologies like Mobility, BI & Analytics, Workflow Integration, Cloud along with Program Management and Domain Expertise enabled transformation to Next Generation Retail.

The Happiest Minds team demonstrated strong capability in
- End to End Implementation from Idea Conceptualization, Requirements Gathering, Program Management, Implementation and Rollout
- User Experience and Workflow Design
- Digital Transformation of Business Workflow
- Integration across multiple devices and applications

Happiest Minds
Happiest Minds is a next gen IT solutions & services company, delivering transformational solutions for enterprises by leveraging disruptive technologies of cloud computing, social media, mobility solutions, business intelligence, analytics and unified communications. Happiest Minds offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Software Product Engineering, Infrastructure Management, Security, Testing and Consulting. Happiest Minds secured a $45 million Series A funding led by Canaan Partners, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com