

## Enriching Customer Experience for Fast Paced Retail

Retail continues to change at a dramatic pace due to evolving shopping habits. Modern day shoppers expect superior shopping experience in all channels; many retailers are finding it difficult to keep up with these expectations.

With the arrival of social media channels, consumers have access to enormous amount of information on product reviews, price and delivery options, there is shortening the product lifecycles. In order to provide superior customer experience, processes need to evolve, people need to adapt to change, and the technology needs to be more flexible to support the business initiatives.

Core strategies for success in retail business include enhancing the customer experience, optimizing space, driving operational excellence across the value chain, and deriving actionable insights through available data.

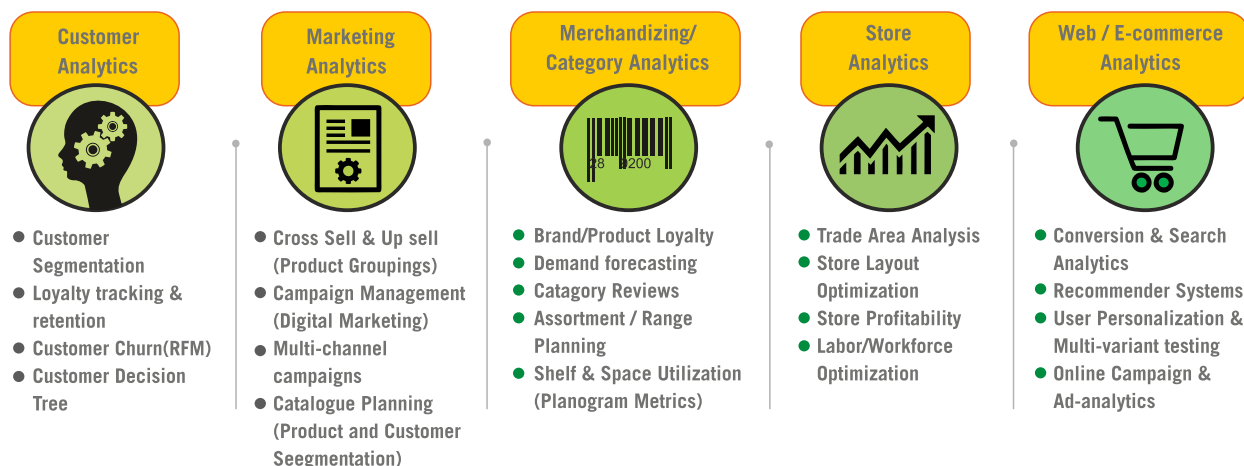
Happiest Mind's solutions focus on the core strategies of the retailers and help in implementing the same.

### Happiest Minds Retail Offerings



## Improving Retail through Advanced Analytics

Our expertise stems from a combination of our global perspective, domain knowledge, and statistical as well as technological thought leadership. With our close association with specific functions, we help retailers generate actionable insights and ensure that our analytics solutions cover the entire spectrum from In-store to online business.



Happiest Minds provides retailers access to a new stream of advanced analytics i.e. Big Data plus predictive modelling to provide retailers the next-gen analytics solutions.

### Personalization

Provide personalized shopping experience to the customers with right product recommendations, price, and promotions. This solution helps retailers tackle showrooming thereby improving conversions.

### Micro Segmentation

Enable advanced segmentation with Segmentation 2.0, based on activities based, social influence and sentiment data (product and company associations such as likes or follows, online comments and reviews, and customer service records).

### Social Engagement

Generate actionable insights from social conversations in form of dashboards and reports by leveraging technologies such as Big Data Analytics - Customer Service Dashboard, Social Engagement Dashboard, Brand Reputation Dashboard, and Competitive Intelligence and Benchmarking Dashboard.

## Adding Mobility to Retail:

Retail Mobility solutions provide a gamut of offerings that transforms retail business into a mobile driven environment. Happiest Minds mobility solutions cater to both Customer as well as Enterprise Applications.

### Customer Applications

#### Coupons

Mobile coupon solutions can be used to capture, manage, and redeem coupons and discounts.

#### Loyalty

Mobile Loyalty applications can be used for providing personalized shopping experience, replacing physical loyalty cards.

#### Advertising

Promotions and advertisements can be sent directly to the customer's mobile phones.

#### Payment

Mobile phones can be used to collect payments.

#### Store Location

Customers can use maps on their mobile phones to locate the stores where they can buy products.

#### In-Store navigation

Phone applications can help customers find products more easily while in the stores.

#### Shopping Lists

Customers can use their phones to build shopping lists and buy products.

#### Mobile ecommerce

Customers can search, browse, order and pay for their shopping lists anytime and from anywhere.

## Enterprise Applications

### Mobile Business Analytics

Top management of the organization needs to see the performance of various stores, vendors and different products to make Real Time Decisions.

### Store Operations

Store managers have the responsibility of maximizing sales with smart decision making, monitoring the stock availability, managing workforce, implementing store promotions, store traffic etc.

### Personalization

Retailers are increasingly focused on understanding & leveraging all customer touch points, from granular in-store transactional data to online store information to mobile data in order to give maximum level of customer loyalty and satisfaction.

### Digital Signage

Influence customer purchase decisions in real time.

### Mobile Point of Sale

Seamless transactions between a mobile and fixed point of sale anytime, anywhere

### Mobile Merchandising Execution

Automatic Planogram compliance – Saving millions of hours of work

## Making Most of Space with Merchandising:

The Merchandise Solutions from Happiest Minds has transformed merchandising by integrating space plans with assortment and sending store specific planograms. This includes planogram automation and execution at store level. Happiest Minds offers following function specific solutions.

### Category Review/Assessment

Conduct a periodic analysis of a product category retailer by evaluating the existing products, to develop a more efficient and effective shelf set.

### Assortment Planning

Construct a Product Hierarchy with Categories, Sub Categories, Product Groups and New product launches based on how the customer perceives them. (Customer Decision Tree)

### Space Planning

Helps retailer to integrate space plan with right assortment mixes (balanced ranges).

#### Macro Space Planning (Floor Plans)

Design store layouts based on the space model allocating the optimum space to each category for each store format and size and allow for ease of movement around the store with category

#### Micro Space Planning (Planogram Automation)

Maximize the visual display of your brands and products on shelf and hold the correct range of products to satisfy consumer demand. You can now create consumer Centric Planograms, manage the store space better, and hold the correct product range to meet consumer demand, making your offering truly consumer centric.

## Enabling Multiple Channels through Single Solution

Omni-channel provides optimal, consistent user experience in store, on the web, or on mobile devices - a single view of retailer and brand. The solution provides seamless buying experience to customers across all the channels. We simplify the commerce processes and improve the speed of transactions.

Happiest Minds introduces point solutions to the retailers that help them in moving towards all channel commerce...

### In-Store Pickup

Order Online and Pick-Up Merchandise, Return Purchased Merchandise, Drop Merchandise for Repair and Pick-Up Repaired Merchandise

### Ship-from-Store

Allows retailers to seamlessly leverage existing inventory across their entire retail network to support online order fulfilment. Ship-from-Store is the ultimate tool for expediting efficient and rapid online order delivery with limited warehouse capabilities

### Scan and Try

Enhances customer experience by reducing the total time spent in selecting goods online, trying the selected goods in store, and buying them.

### Digital Signage and Electronic Shelf Edge Labels

Device Management, Sign Management, Store Price Change, MIS Reports and Device Health Check Dashboards

### Electronic User Manual/Assisted Selling

Digitalization of the user manual helps in personal selling - conversions to PDF and embed video, web links and enhance content of product catalogue

Business Benefits: Single view of the customer, Single view of the inventory and Availability, Strong Product Search, Order management, Digital Asset Management, Master data management (MDM), Engaging Social Network and Scalable secure & Cloud Ready

## Success Stories:

### 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

### 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

### 3 In Store Innovation

#### Digital Signage Systems

Information Display system built to replace paper signs with Portable electronic display using e-Ink displays and Tablets (kiosks)

#### E-Publisher System

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

#### Expiring Inventory Management

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

#### Unified Communication

VOIP based application developed for associates for Internal Communication and Conference

## About Happiest Minds:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, **Internet of Things**, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, **digital business solutions**, infrastructure management and security services. We deliver these services across industry sectors such as **retail**, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.