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

- Advance Analytics
- BI / Visualization
- Big Data
- Personalization, Micro Segmentation and Social Connectors

- Road Map
- UX Design
- Mobility Testing
- Mobility Managed Services
- Package Implementations-July, IBM Work light

- Category Reviews
- Space Planning
- Macro- Construction of Floor Plans
- Micro- Planogram generation
- Package Implementations-JDA, Predictix

- Function Specific Solutions
  - Scan and Try
  - Digital Signage
  - PTT
  - Ship from Store
  - Collect from Store
  - Package Implementations-Sap Hybris and JDA

- Omni Channel
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.

Digital Signage
Influence customer purchase decisions in real time.

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.

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

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.

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
Omnichannel 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 fulfillment. 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

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 is focused on helping customers build Smart Secure and Connected experience by leveraging disruptive technologies like mobility, analytics, security, cloud computing, social computing and unified communications. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a $45 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

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