Innovative Retail Solutions

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.
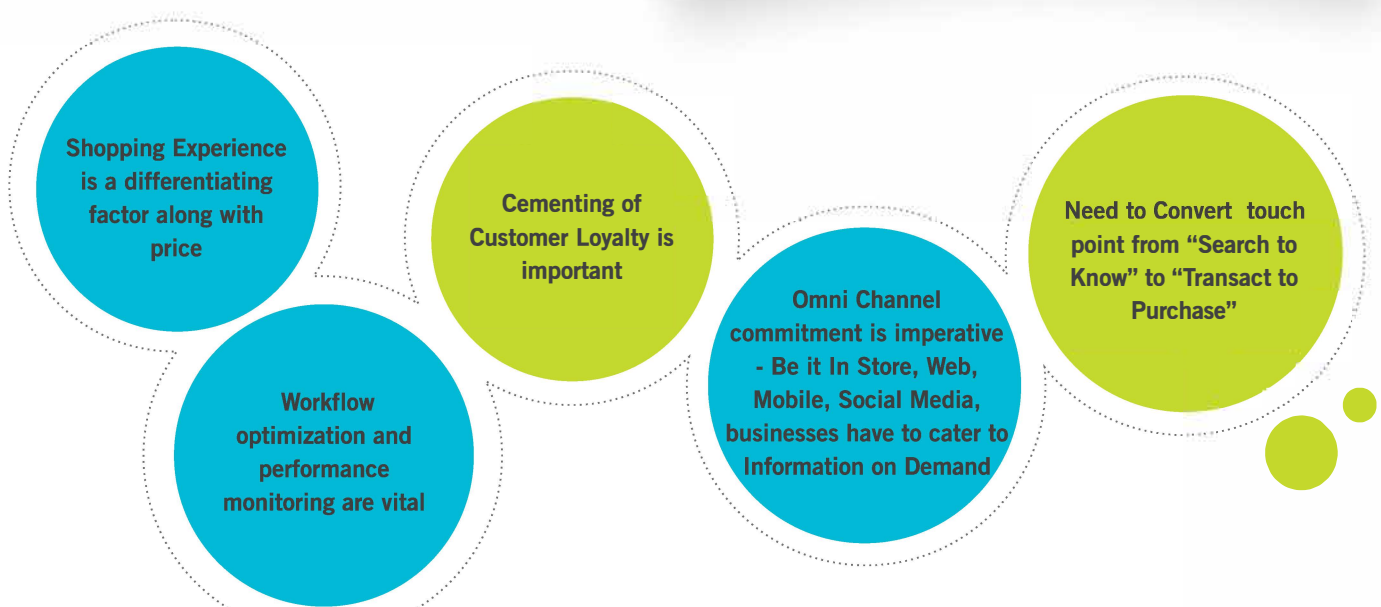
The Need

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

Need to Convert touch point from "Search to Know" to "Transact to Purchase"

Workflow optimization and performance monitoring are vital

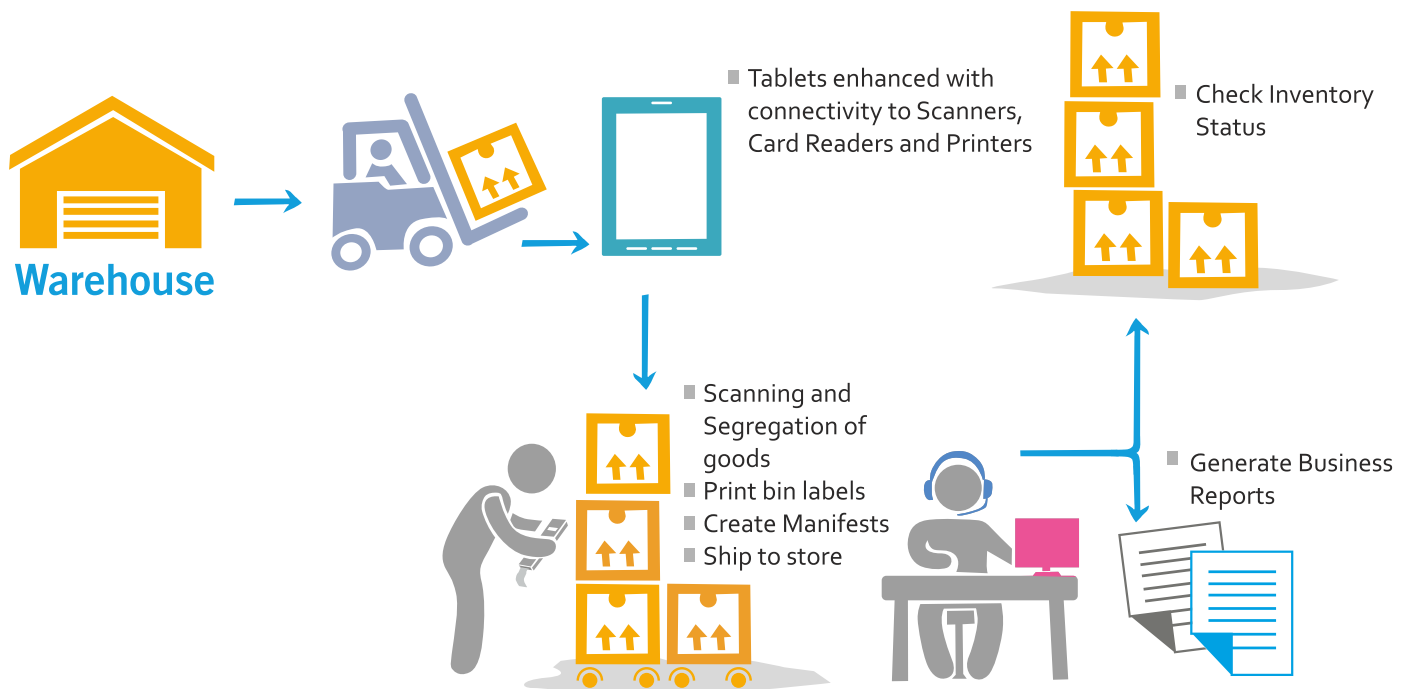Omni Channel commitment is imperative - Be it In Store, Web, Mobile, Social Media, businesses have to cater to Information on Demand

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*

Warehouse

Tablets enhanced with connectivity to Scanners, Card Readers and Printers

Check Inventory Status

- Scanning and Segregation of goods
- Print bin labels
- Create Manifests
- Ship to store

Generate Business Reports

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

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)

- Interactive tablets enhance in store assistance to provide product information and reviews
- Address rapid price changes, improve manageability and reduce incidents of discrepancies and lapses in customer communication over pricing to near zero
- *Faster Price Correction, process time reduced from 14 hours to less than 2 hours*
- *Instantaneous Individual pricing*

E-Publisher System

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

- 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*

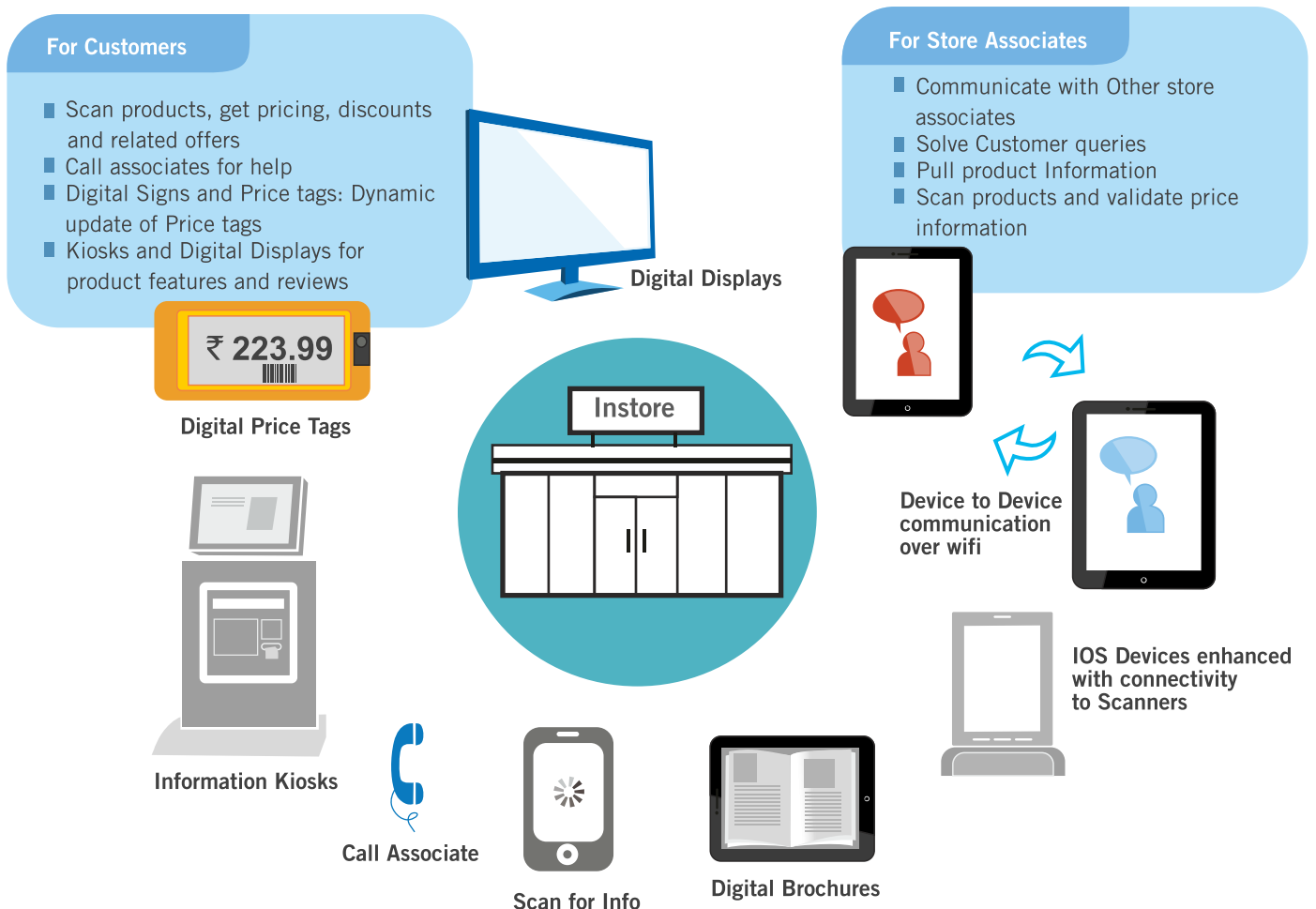**Expiring Inventory Management**

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
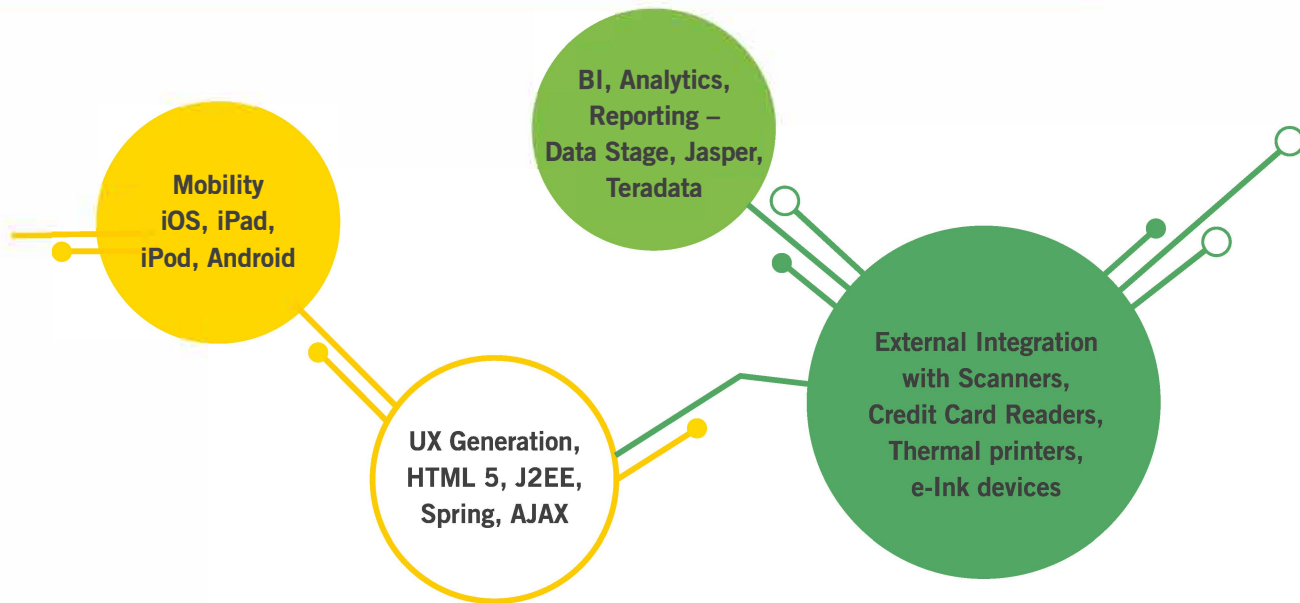- Enabled three way conferencing, file sharing on Intranet

For Customers

- Scan products, get pricing, discounts and related offers
- Call associates for help
- Digital Signs and Price tags: Dynamic update of Price tags
- Kiosks and Digital Displays for product features and reviews

₹ 223.99

Digital Price Tags

Digital Displays

For Store Associates

- Communicate with Other store associates
- Solve Customer queries
- Pull product Information
- Scan products and validate price information

Device to Device communication over wifi

IOS Devices enhanced with connectivity to Scanners

Information Kiosks

Call Associate

Instore

Scan for Info

Digital Brochures

4 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

About Happiest Minds Technologies:

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.

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The Mindful IT Company
Born Digital . Born Agile

To know more about our offerings. Please write to us at
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