



Precision Retailing

Mobilizing the Next Stage of Multichannel



HCL

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The Problem

Tier 1 multichannel retailers are still struggling to provide the consistent multichannel experience that their customers desire. Organizational and technological silos continue to hamper the delivery of a truly customer centric shopping experience.

Recent Gartner research shows that 70% of Tier 1 retailers plan to improve the quality or way they develop customer offers in the coming year. However, for many retailers, communicating the perfect multichannel offer at the right moment in the shopper journey, although theoretically attractive, is difficult to execute in real-time. One example is that retailers lack the precision to offer location-based, personalized mobile coupons at the point of sale, while customers are shopping in their stores or online.

How Can HCL Help?

With over 20 years' experience supporting retailers to deliver business transformation through a variety of technology platforms, HCL has an unrivalled capability to assist in adapting processes and technology investments to achieve the potential of Precision Retailing.

From the development of your customer strategy, through to implementing high-performing databases and real-time offer management systems through a mobile device, we can help you on the journey to Precision Retailing and deliver:

- Increased loyalty and share of wallet
- The ability to influence and drive which products you sell, for example own-brand items
- Improved promotion effectiveness
- Increased revenue by delivering personalized mobile coupons in real-time while customers are shopping in your stores or online.



Our Proposition...

HCL's Precision Retailing framework combines SAP's in-memory HANA and mobile platforms – integrated with your current CRM and Merchandise solutions (whether SAP or not). Using our framework we will work with you to architect a proof of concept (PoC) solution for the delivery of real-time offers to a customer. For example, to a mobile device while they are in store at the point of decision.

One Day Precision Retailing Assessment

HCL is offering a one day* Precision Retailing assessment, designed to help you identify how best to deliver this service to your customers. As part of the assessment we will:

- Conduct a high-level review of your current multichannel landscape
- Work with you and your key business stakeholders to identify and prioritize opportunities to implement Precision Retailing processes and technology as a PoC.

We will provide a report, in clear and no-nonsense language, on the technologies that you could exploit to successfully improve your Precision Retailing capability with discrete next steps.

* Free consultant time.
Travel and incidentals may be payable.
Offer is limited to 15 organizations who will be selected purely at HCL's discretion.

The HCL Difference

Renowned for our innovation, we continually push the boundaries by combining leading edge technologies with deep industry insight to successfully implement many solution 'firsts' – something recognized throughout the industry.

With over 1000 dedicated Retail consultants, we are uniquely positioned to help retailers achieve all the components required for the delivery of Precision Retailing today. We are already supporting many clients to facilitate effective Precision Retailing through:

- Delivering marketing databases that integrate existing data from all systems and channels to deliver a 360° view of the customer
- Providing marketing engines which generate personalized product recommendations based on purchase history, personal customer preferences and the current shopping context
- Supporting the integration of operational applications and back-end systems to help ensure that promotions, offers, and information given to customers is relevant and valid; for example, checking stock availability before offering promotions
- Assisting retailers to deliver a consistent shopping experience across multiple channels.

The Next Step

Gain a deeper insight into how your organization can harness the power of Precision Retailing and other HCL innovations by arranging a meeting with one of our retail experts today and scheduling your assessment.

Case Study

Pick n Pay

The Client

One of South Africa's largest grocery and general retailers. Pick n Pay trades via 900+ multi-format stores, an online webshop and six Distribution Centers. Product categories include Groceries, Fresh, Liquor, General Merchandise, Clothing and Pharmaceuticals.

The Problem

In an increasingly competitive trading environment, further impacted by the global recession, Pick n Pay sought an innovative, quick-to-market multichannel solution to more effectively engage with customers. Business drivers included improving organizational profitability and increasing market share.

Pick n Pay recognized that the organization needed to transform from the traditional product and supplier centric business model to a customer centric model to support Precision Retailing.

How HCL Helped

This was achieved by designing and implementing integrated business processes - enabled by relevant technologies - aimed at delivering a consistent shopper experience across multiple channels and exploiting purchasing history and customer preferences to provide relevant, timely, personalized offers and promotions to customers via their channel of choice. A robust business transformation plan supported Pick n Pay's transition to Precision Retailing.

HCL assumed overall accountability for design and delivery of the program including all the elements of Precision Retailing. Some 18 service providers and a multi-functional team of 80 delivered the program within an 8 month timeline under a cloak of secrecy to preserve first mover advantage.

The success of the program was made possible via a roadmap designed to keep customers engaged over time, ensuring supporting business processes were optimized and aligned, and the integration of enabling technologies. This was supported by a robust marketing strategy and a comprehensive stakeholder transformation plan.

The design and implementation of the program, including Precision Retailing components, was the first of its kind in South Africa's grocery sector.

The Benefits

- **Enhanced Customer Interaction and Precise Offerings**
Pick n Pay is able to deliver timely, relevant, targeted offers to customers via multiple channels including various mobile devices, in-store till points and kiosks, as well as online.
- **Improved Customer Engagement**
3m customer sign-ups in 3 weeks; 6m customers in 18 months; consistent, multichannel customer interface.
- **Increased Customer Loyalty**
Improved sales uplift, increase in basket size and average spend per visit are driven by precisely tailored and targeted offers.
- **Customer Insights Driving Sales and Market Share**
A wealth of decision support information is derived from the customer transaction data which is analyzed and utilized to inform pricing, promotions, ranging, and store location.



“**Transforming to a customer centric business model and enabling precision retailing represents a fundamental improvement in our relationship with our customers. HCL's experienced consultants assisted Pick n Pay to deliver this on time and within budget**”

Bronwen Rohland
Director of Marketing
Pick n Pay

About HCL

HCL is a leading technology organization with revenues of \$6.3bn and 90,000 employees operating from 31 countries around the world.

HCL's Enterprise Application Services (EAS) division helps clients transform, sustain and evolve their businesses through the effective deployment of enterprise technology. Focused on creating best run businesses, EAS primarily utilizes SAP, Oracle and Microsoft technology in achieving these goals.

HCL's EAS practice is a leader in disruptive enterprise technologies including cloud, mobility, social media, big data & analytics and engineered systems.

True Global Delivery

HCL operates as a single global organization allowing us to deploy consulting teams which leverage proven industry and solution best practices from our offices and delivery centers around the world.

HCL and SAP

HCL has been a certified partner in the SAP Ecosystem for over 15 years. The HCL and SAP relationship delivers value to our customers through industry focused excellence, innovation, and orchestrated innovation through diverse resources.

Our global delivery team of 5,500 SAP experts is recognized as having the most experienced SAP consultants in the market and combines the best local SAP business transformation expertise with world class offshore SAP factory services.

HCL is ranked in the top 4 SAP SI's by Forrester, Gartner & IDC. We are regularly ranked #1 for client satisfaction.



\$6.3
BILLION



31
COUNTRIES



90000
PEOPLE



HCL is the leader in accelerating the value of your SAP investments.

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