

Redefining instore experience through **data-driven transformation**



HCLTech boosts revenue and customer satisfaction
for an American convenience store chain

Our client is an American chain of convenience stores and gas stations along the East Coast of the United States. The company aimed to enhance the in-store experience, generate more revenue through upselling and cross-selling, and implement a comprehensive data and analytics transformation. They faced challenges such as a lack of a single source of truth, inaccurate data, high infrastructure costs, and dissatisfied customers. HCLTech partnered with them to address these challenges by implementing a next-generation Mobile Device Management (MDM) solution, personalized dashboards, data governance measures, and collaboration with the business. The result was a significant increase in revenue, faster issue remediation, improved decision-making, and higher platform adoption.

The Challenge:

Roadblocks on the transformation path

The client embarked on a mission to elevate their in-store experience and optimize revenue generation. However, they encountered a series of obstacles along the way. These challenges included a lack of a centralized and reliable source of

information for effective decision-making, the absence of accurate and timely data, unnecessary duplication of data stores resulting in increased infrastructure costs, and an underwhelming in-store experience leading to customer dissatisfaction.

The Objective:

Empowering Growth through Data Transformation

The company set forth an ambitious objective of undertaking a comprehensive data and analytics transformation to overcome their existing challenges. Their primary goals included enabling end users to effectively utilize data for decision-making purposes, elevating the in-store experience through the development of a next-generation Master Data Management (MDM) solution, creating personalized dashboards tailored to different roles within the organization, and establishing robust data governance measures while building a centralized data repository.



The Solution:

Drive enhanced decision-making with a customer-centric approach

HCLTech collaborated closely with the client to implement a comprehensive solution for their data and analytics transformation. The solution encompassed several key steps aimed at empowering the organization and achieving their goals. These steps included enabling end users to leverage data for effective decision-making and improving the in-store experience through the development of a cutting-edge next-generation MDM solution. Personalized dashboards were created for various roles within the organization, enabling them to cater to the specific needs of individual

customers. Additionally, data governance measures were established, defining owners, definitions, lineage, and impact, while building a centralized data repository with a comprehensive data catalog. Collaborative efforts with the business identified critical data elements related to the in-store experience, such as customer behavior. Finally, the solution ensured visibility for data owners and fostered accountability for data quality through the implementation of business glossaries, lineage, and stewardship.

The Impact:

Transformative solution propels business growth and operational excellence for the client

The implemented solution had a profound and positive impact on the client's business, resulting in remarkable outcomes. Through the adoption of the solution, the company witnessed a remarkable surge of over **25% in revenue generation**. This significant increase was achieved by leveraging **upsell and cross-sell tactics** made possible by the solution's advanced capabilities. Furthermore, the solution empowered the company to resolve issues with exceptional speed, achieving a **3X faster remediation** through decentralized decision-making processes. Business managers experienced a substantial improvement in their

decision-making capabilities, thanks to data quality and data governance dashboards provided by the solution. These dashboards enhanced the availability of reliable insights, enabling managers to make informed choices, ultimately leading to improved operational efficiency and profitability. The implementation of the solution also drove higher platform adoption as employees gained trust in the data quality, recognizing its value in decision-making processes. This increased adoption led to streamlined operations, improved processes, and ultimately, elevated business performance.