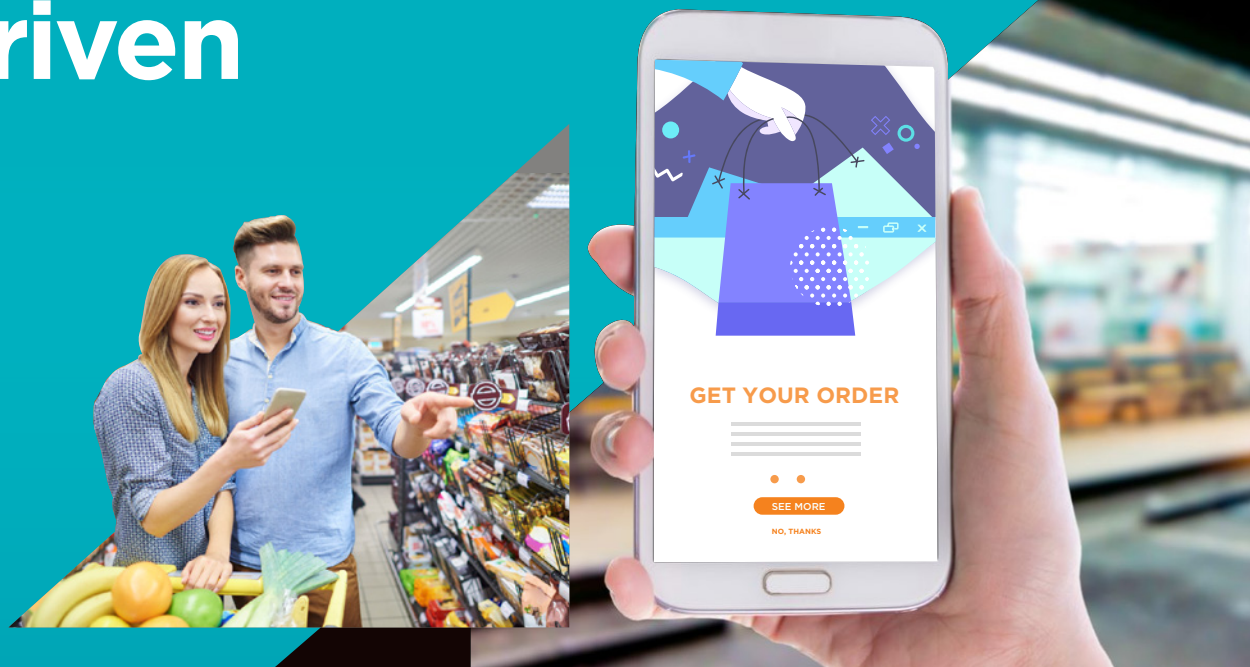


# Redefining instore experience through data-driven transformation

For an American chain of convenience stores



## Client Description

An American chain of more than 850 convenience stores and gas stations located along the East Coast of the United States, It offers built-to-order food, beverages, coffee, fuel services, and surcharge-free ATMs. The company has revenues in excess of US\$ 13 billion and more than 30,000 employees.



## Business Priorities

The company embarked on an aggressive growth plan with the objective of enhancing the instore experience of its retail stores to offer customer delight and amplify revenue generation opportunities through upsell and cross-sell tactics. The strategic roadmap to realize this transformation included programs such as building new age master data management (MDM) capabilities and creating a 360° view of products and customers. However, they were facing a number of challenges.



1

Unavailability of the single source of truth for making business decisions.

2

Absence of accurate, quality data at the right time.

3

Unnecessary replication of data stores resulting in higher infrastructure cost.

4

Ineffective instore experience resulting in customer dissatisfaction.

## Our Solution

HCL partnered with the client to undertake a significant data and analytics transformation with a focus on availability, usability and integrity of enterprise data. Our approach involved:



Enabling end users to leverage data for decision making and implementing features for onboarding in-store experience by building the next generation MDM solution.

Creating personalized dashboards for myriad roles in the organization and empowering them to handle customers based on individual needs.

Establishing owners, definitions, lineage and impact for strict data governance, and building a common data repository with data catalog.

Collaborating with business to define critical data elements related to in-store experience such as customer behavior.

Providing visibility to data owners and making them accountable for data quality through business glossaries, lineage, and stewardship.

## Business Impact

Over 25% increase in revenue generation through upsell and cross-sell tactics.

3X faster remediation of issues through decentralized decision making

Improved decision making by business managers through data quality and data governance dashboards.

Higher platform adoption with improved data quality and trust in data.



For any queries, please reach out to us at [digitaltransformation@hcl.com](mailto:digitaltransformation@hcl.com)

HCL



[www.hcltech.com](http://www.hcltech.com)

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2021, HCL has a consolidated revenue of US\$ 10.17 billion and its 168,977 ideapreneurs operate out of 50 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)

CI-10524430761942-EN00GL