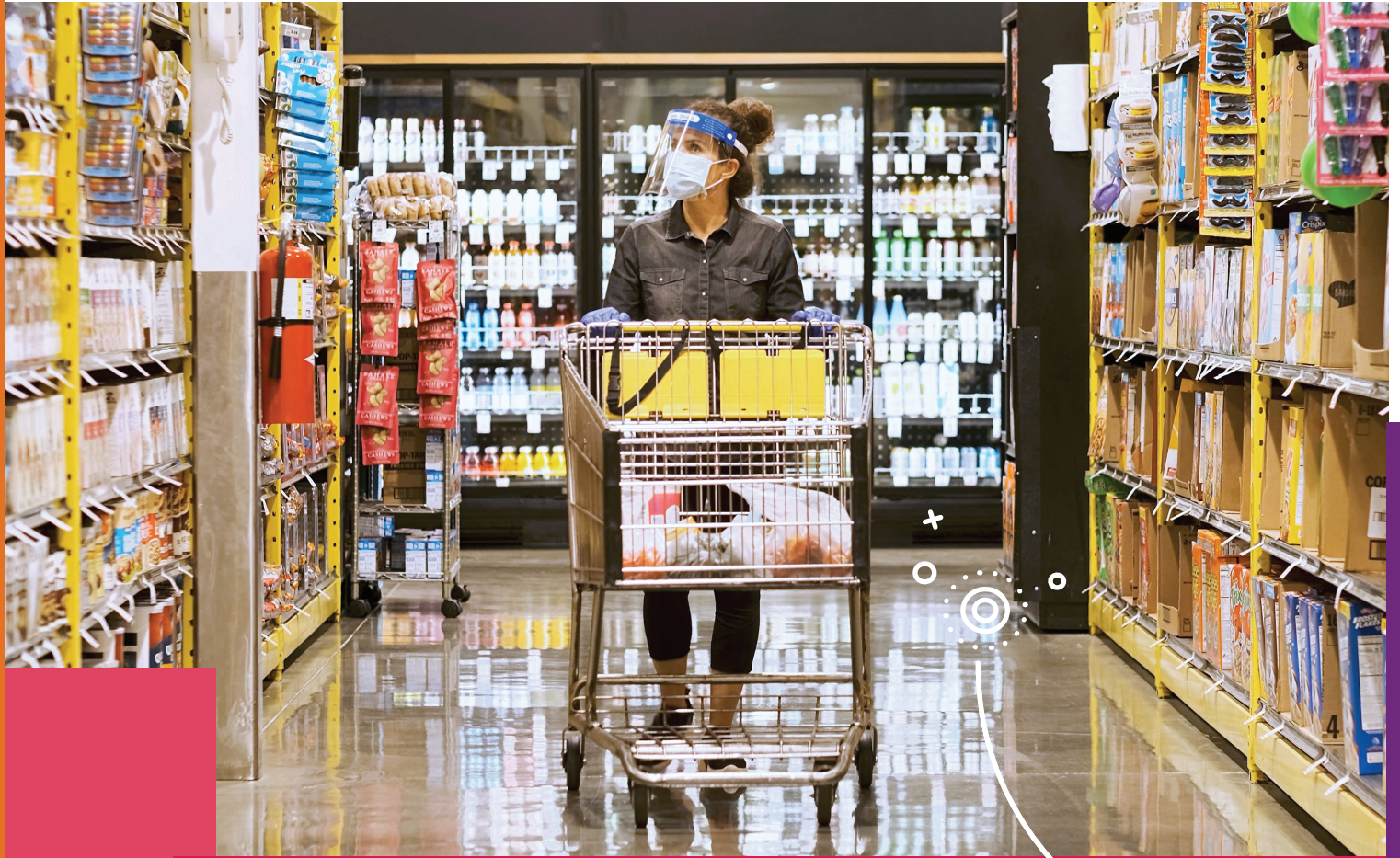




Mindtree

A Larsen & Toubro Group Company



4 Strategic Pillars that help you Transform into an Omnichannel Retailer

Retail e-commerce has found its mojo. In the wake of COVID-19, Q2 2020 showed that retail e-commerce was up **31.8 percent** from the first quarter and **44.5 percent year-over-year**. Walmart reported a mind-bending **97 percent growth in Q2**. Hidden in these numbers is the value of an omnichannel strategy and the continued importance of physical stores. Stores have begun to serve as important fulfillment centers as consumers, keen to reduce their exposure to the virus, have begun to opt for online and mobile orders. The speed and efficiency with which stores can fulfil orders has given rise to a new curbside pickup trend. Walmart, Best Buy, Kohl's, Target and Whole Foods have been offering curbside pick-up, adding heft to their omnichannel strategy.



Omnichannel covers physical and digital: Online, mobile, in-store, curbside, marketplace, kiosk, the employee and social commerce. The challenge before retailers is to stitch omnichannel investments into a seamless and sophisticated consumer experience. However, retailers achieving omnichannel excellence are few and far between. This is not because omnichannel technology is difficult to implement. It is because they don't know precisely what the consumer wants. They are making intelligent guesses based on experience and they are shooting in the dark hoping that they are right.

This should not be the case. Consumer journeys today traverse several channels. They generate a vast amount of data. This data can be used to decode when, where and why a consumer makes a purchase and how much they want to spend. In smart hands, the data can be used to amplify channel uniqueness and accurately address a consumer whenever, however, wherever.

Consumer intimacy always wins (work to re-establish it)

There are several examples of successful omnichannel implementations ranging from The Container Store to DSW in the US and from OBI in Germany to Yves Rocher in France . Currently, it is Dixons Carphone, Europe's leading electrical, telecommunications and technology company, that serves as a lighthouse example of omnichannel innovation. With COVID-19 forcing buyers to stay at home, Dixons has begun to livestream its shop assistants. The service, called ShopLive, allows consumers to view live demos, from the safety of their homes, of products such as laptops and washing machines, and ask questions that store assistants answer. ShopLive has served 340,000 consumers over five months. At its core, it is ingeniously re-establishing consumer intimacy, a critical aspect of retail that lies decimated by the pandemic.

But physical stores are not going away. Brands that understand this are reorganizing their strategy to meet purpose. Nike is re-imagining and re-energizing its stores; Dyson and Samsung are leading the way with experience stores, fulfilment-heavy formats and smaller sections within large electronics retailers.

The real challenge for retailers is to connect their physical stores with their digital channels. H&M serves as a lighthouse model for achieving a seamless unification. The H&M serves as a smooth conduit between its physical and digital channels while leveraging the data to strengthen consumer intimacy .

Consumer intimacy always wins. Recently, a business associate bought a DIY gas-fired grill. He completed his research online and wrote an email to the selected brand. An executive responded on WhatsApp and took over the interaction, from suggesting suitable models to pointing at videos showing how the grill could be assembled at home. He quickly put together a list of the most appropriate accessories using cues in the WhatsApp conversation and the sale was closed with an online payment. The grill and accessories were delivered from different warehouses. The buyer set up the grill with live assistance from a store executive on a video call and the product was registered for support and warranty at the brand's website. This was an end-to-end contactless sale of a reasonably big-ticket product.

What does that mean for the eco-system that works to support this omnichannel success? Essentially, it indicates that all channels were connected, including those of payment platforms, suppliers, partners and logistics providers, with a single view of the consumer that enabled a seamless and effortless journey across channels.



Four Strategic Pillars to Transform Retail-CPG

There are businesses that show inordinate technological prowess in establishing their sales and consumer interaction channels. But their consumer satisfaction (CSAT) levels remain low. These businesses are good at planning and forecasting, product creation and pricing. They can elevate their promise made to consumers, but gaps in the system related to supply chains, delivery/ distribution and returns management prevent the promises from being fulfilled.

As a market leader in implementing complex solutions we work on some of the latest challenges faced by global retailers such as L'Oreal, P&G, Staples, Adidas, Big Basket and Unilever. Our task is to help them wade through the maze of complexities involved in today's omnichannel world of retail. To enable this, we focus on four key strategic pillars:





Consumer Intimacy:

Our retail experts craft outcomes by anonymizing over 500 discrete consumer profile attributes and creating consumer personas. The analysis is designed to build consumer intimacy, placing true power into the hands of marketing and sales functions to deploy new commerce models, influence consumers through one-on-one engagement, build long-term relationships, and reduce the waste of marketing dollars. The focus is on:

Using our expertise, a global leader in beauty products created a next-generation CRM data and analytics platform that provides a 360-degree view of its consumers. To achieve deep personalization across 1 billion touchpoints, we enriched 220 million consumer personas on 500 attributes.



Personalization



Unified commerce



Commerce transformation



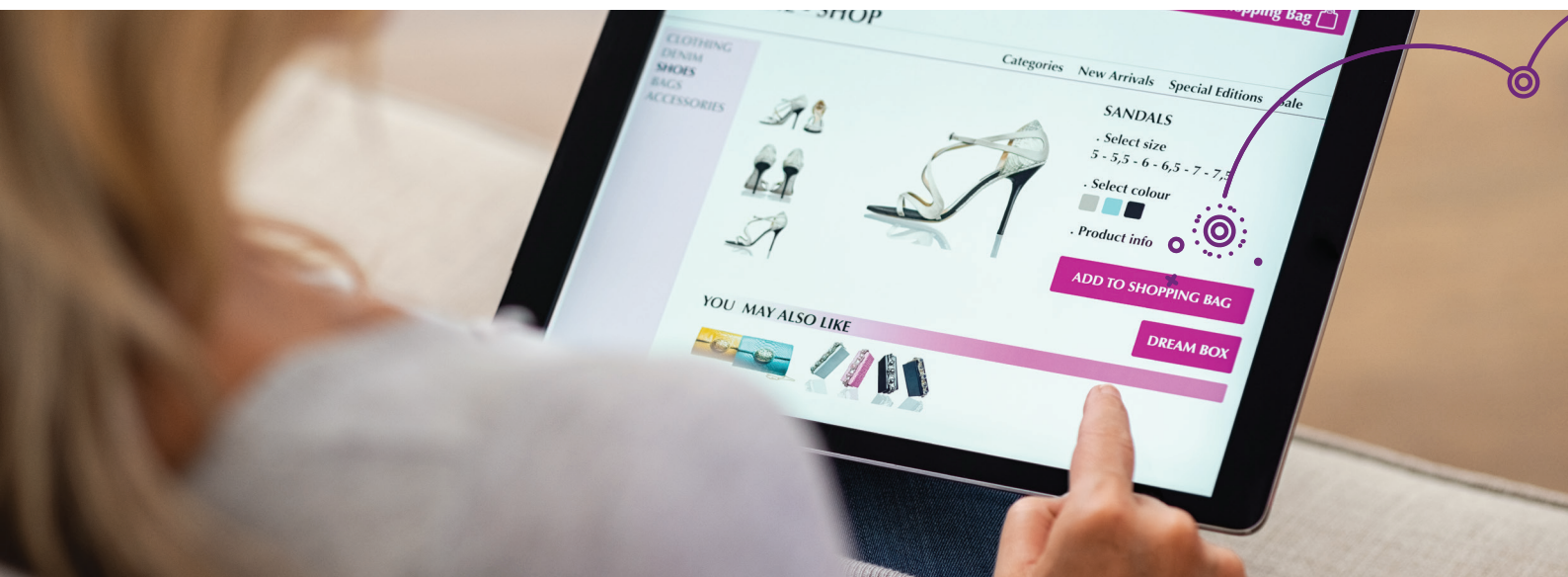
Mobile commerce



Promotion and campaign optimization

Mindtree success story

Mindtree enabled an omnichannel journey for one of the world's largest home improvement retailers by implementing an API service orchestration layer making commerce happen, without the need to create a new system for every new capability. This integration was made across 2,500 stores and 5 e-commerce distribution centers. The retailer benefited with 4x increase in e-commerce and m-commerce revenues, 215,000 orders/ week from 16M visitors and 3x increase in visits originating from a mobile.





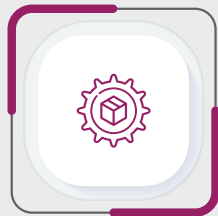
Re-imagine the Core:

Retailers are still struggling to break out of their linear processes, from demand planning to distribution to front-end consumer engagement. They need a more dynamic approach that “listens” to consumers across channels and rapidly adjusts operations. We do this by applying Agile, Cloud-first approach, API/Microservices-led architecture, Machine Learning, AI and Automation to digitize core systems. The impact is across:

Zara, the clothing chain, has used digital to re-invent supply chains, manufacturing and distribution. The retailer has achieved extraordinary demand-sensing capabilities and manufacturing processes that allow it to produce thousands of new designs a year with a lead time of just 10 to 15 days to move from design to placing a product in its 4,400 stores. Most fashion businesses need 10 to 18 months for the same cycle.



Store modernization



Supply chain management



Order management



Warehouse management



Finance transformation

Mindtree success story

Mindtree enabled digital transformation of a supplier collaboration portal for a large retailer. The supplier portal framework was built using open source stack and micro service architecture. An MVP Network Voice Protocol roadmap was designed with milestones for country roll out, highly configurable notifications and a customizable workflow for document exchange. This helped increase data quality, harmonized supplier details and streamlined processes with common directory and user management. The engagement improved collaboration, work-flow efficiency and communication across the supplier and retailer.



Drive data monetization:

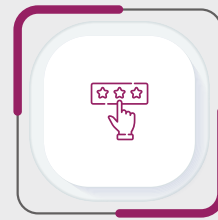
Every retailer has access to a vast amount of consumer data. The data includes tastes and preferences, demographic details, location, device usage, purchase history, payment preferences, loyalty status, CRM, and social data. The challenge is to enrich it with partner data, market trends, product availability, etc., to identify new opportunities, and to deliver exciting and personalized experiences. We do this using data engineering, data management, Artificial Intelligence and Machine Learning to improve:



Predictive insights



Revenue models



Consumer satisfaction

Mindtree success story

Mindtree enabled a customer 360 implementation for an American international chain of convenience stores. The engagement enabled a Microsoft Azure cloud-based Customer 360 MDM solution, helped in leveraging the on demand scalability and massive parallel processing capabilities. It also ensured security and compliance to honor customer privacy and PII data stored. This solution provided an integrated and 360' view on customer buying patterns, trends, inventory and other operational parameters. A scope for continuous integration and enhancement was made possible with the availability of Azure platform.



Create a lean and nimble organization:

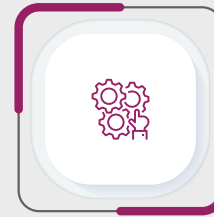
Our goal is to apply emerging technologies like AR/VR, NLP and chatbots in combination with Lean principles, Agile and DevOps to enable a truly rich and seamless omnichannel experience that meets the needs of millennials and Gen Z who are the most significant segment of future consumers and who are driving tomorrow's benchmarks for retail innovation. Our interventions impact:



Managed
services



Cost
transformation



Automation



Cloud
transformation



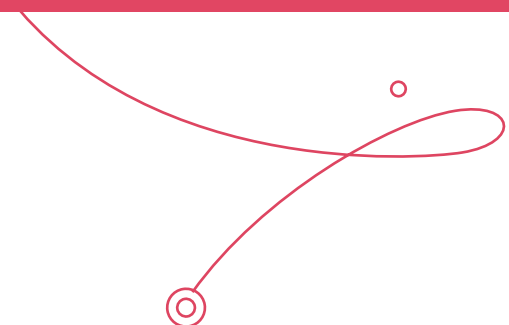
Agile
transformation



Process
optimization

Mindtree success story

Mindtree enabled a LEAN based support model across 18+ business apps, **40+ countries** across **3 business**, and **6 global markets** for a German designer and manufacturer and retailer of sports shoes, clothing and accessories. The engagement optimized the support ecosystem by consolidating and automating all batch processes. This program managed 8000+ end users, 1250+ monthly tickets, 95%+ SLA adherence resulting in 50%-time reduction in concept to shelf process, 10% YOY productivity improvement, and 98% compliance with SCCM for workplace and retail.

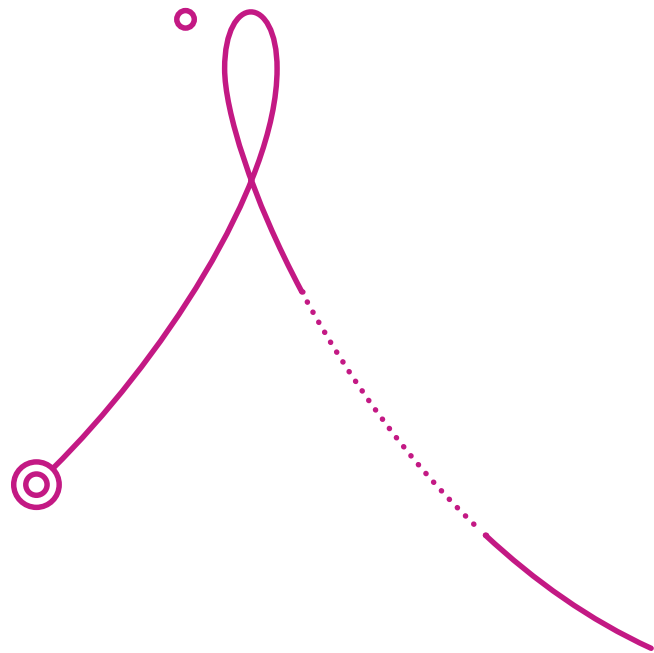




The future is clear and it is omnichannel

Retailers who have invested in omnichannel strategies have been able to weather the COVID-19 storm with greater confidence than others. They are able to address changing consumers needs at varying points in their purchase journey using cross-channel data to deliver warm, personalized, meaningful and memorable experiences.

COVID-19 has provided a window in which to experiment, place consumer at the center and develop infectious ideas. It is a window no retailer can afford to miss.



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About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."