Developing an omni-channel digital landscape of a retail company

Case study on CRM and analytics solutuon

Background

Client was a leading Indian manufacturer and retailer of jewelry, watches, eye ware and other accessories. Share of online sales through the portal was aggressively increasing but the current IT platform was unable to support this demand.

Pain points

The client had developed a digital strategy that was focused on developing an omni-channel digital landscape which was focused on their brick and mortar stores. For this the client had identified that they needed to focus on solutions for analytics, e-commerce platform and customer relationship management system. However they key challenges in tool selection were as follows:

- No structured prioritisation of the solution expectations were defined
- Non quantified business expectations from the solutions
- Limited understanding of the solution stacks
- Limited understanding of complex architecture and costing models of the solutions

Our solution

- Provided a comprehensive point of view in areas of analytics, CRM and e-commerce
- Compared the various products through detailed evaluation methodology
- Defined the business and IT needs, to finalise the digital solution stack

The solution covered the following areas for the project

Architecture landscape PoV	Functional requirements	Cloud Vs On-premise
Commercial assessment tool	Business solution	Estate operations

Digital components assessment and comparison

Digital adoption has a unique set of operational challenges because of fast evolving tech disrupters and limited understanding of upcoming technologies. Also assessment of solutions vendors is difficult because of limited overlap of features

Client benefits

Developed clarity on the solution stack that had to be invested in

Techno-functional evaluation of digital solutions fit for clients' requirements for omni-channel presence

Architectural considerations for a multi-OEM solution adoption

Assessment of cloud based and on premise solutions for components of the digital landscape

Solution prioritisation based on requirements and architectural fitment

Fulfilling the PwC purpose of building trust and solving complex problems

PwC acted as an advisor of choice for the client supporting them with the complex problems around technological break-through that would help a brick and mortar retail organisation complete with new age tech companies.

We acted as an integrated team across multiple SBUs to provide expert inputs to client.

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