



# Reimagining the Future of Retail in India

## CONTEXT

The client is one of the largest brick and mortar retailer in India.

## THE ASK

- + Digital transformation of the retail experience and operations.
- + Imagine e-commerce assistance for India 2.

## THE ACTIVITY

Process design and service design workshops + service design blueprint.

## THE INNOVATION

- + The store managers app – a connect dashboard and Ai enabled solution for predictive stock planning, auto shelf replenishment, day to day operation, human resource management, emergency management and understanding the local catchment.
- + Service design of agent-based assisted e-commerce model for India 2 where the digital adopting is low and people prefer a face-to-face transaction.

## THE IMPACT

- + 20 % decrease in operational issues and better time management.
- + 15% increase in sales due to better stocking and real time pricing.
- + Successful beta testing of the new concept with over 600 agent registrations. (2x anticipated subscriptions).