

Accelerating Retail Digital Transformation for Connected Experiences

Flyer



In an era defined by AI in retail, omnichannel retail experiences, and rapidly shifting consumer expectations, retail digital transformation has become a business imperative. Hexaware enables retailers to build intelligent, connected ecosystems by modernizing technology, leveraging data-driven insights, and adopting digital retail solutions that enhance customer journeys and operational performance.

Our Core Capabilities

- **Experience Solutions:** Elevating Customer Interactions
Creating frictionless, omnichannel retail journeys powered by personalization, intuitive interfaces, and connected touchpoints that strengthen customer engagement across digital and physical channels.
- **Drive Insights:** Guiding Decisions with Precision
Enabling smarter decisions with advanced retail analytics, AI-led forecasting, Insights-as-a-Service, and real-time intelligence for merchandising, supply chain, pricing, and store operations.
- **Core Retail Solutions:** Optimizing Your Operational Backbone
Streamlining mission-critical retail functions through cloud transformation, retail automation, smart routing, supply-chain modernization, and resilient backend systems that support scalable retail operations.
- **Digital Operations:** Ensuring Stability and Driving Innovation
Transforming operations with integrated digital workflows, intelligent service management, automation-driven support, and AI-enabled processes that increase speed, reduce cost, and maintain operational stability.

Solving Real Challenges for Every Retail Category

Grocery & Supermarkets

Cut costs, boost efficiency, and improve store execution with automated fulfilment and connected retail operations.

Convenience & QSR

Deliver fast, seamless service through digital ordering, loyalty, payments, and service automation — driving repeat business.

Fashion & Apparel

Predict demand, optimize assortments, and personalize journeys using GenAI and advanced retail tools across channels.

Home Improvement & Hardware

Improve inventory accuracy, visibility, and fulfilment reliability with connected stores and intelligent order management.

eCommerce & Digital-First Retailers

Scale digital commerce, increase conversions, and optimize end-to-end shopping experiences using AI-driven insights.

Grow your retail business with the right solutions

Intelligent Marketing for Retail

- Data foundation enabling unified customer insights
- AI-led audience segmentation for precise targeting
- Automated content creation and multichannel delivery
- Personalization at scale across digital touchpoints
- Real-time engagement analytics for campaign optimization
- Social listening and response management for stronger brand presence
- Integrated marketing workflows for improved speed and consistency



Dynamic Pricing Solution

- Automated elasticity and demand modeling for accurate pricing
- Inventory-aware pricing strategies to minimize stockouts and markdown losses
- Competitive price monitoring to stay aligned with market shifts
- Margin-optimized pricing recommendations powered by machine learning
- Scenario simulations to evaluate pricing impact before execution
- Seamless integration with existing retail systems for unified pricing control, an AI-driven pricing engine for real-time optimization



Why Hexaware

- Meeting customer expectations in the digital world through digital retail transformation
- Operating at a higher speed at a lower cost with AI in retail solutions
- Managing supply-chain disruption with precision
- Turning data into insights
- Modernizing legacy systems
- Adopting responsible GenAI and innovation
- Protecting your business against cyber attacks

Customer Success Stories

Custom Mobile App Development Improves Customer Experience and Drives 8x Revenue Growth

A differentiated mobile engagement platform delivered curbside pickup, rewards integration, delivery capabilities, and seamless checkout — significantly enhancing customer satisfaction and driving strong revenue outcomes.

Improved User Experience for a UK-Based Home Improvement Retailer

Modernized store and IT operations with automated workflows and enhanced support, resulting in faster issue resolution and improved customer experience.

Enhancing E-commerce Experience Through Customer Service Excellence

Unified digital commerce operations with streamlined support, enabling faster service, higher responsiveness, and improved satisfaction across customer journeys.

Ready to transform your retail business?

Contact us at marketing@hexaware.com to start your retail digital transformation journey with Hexaware.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With offices across the world, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>

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