HEXAWARE

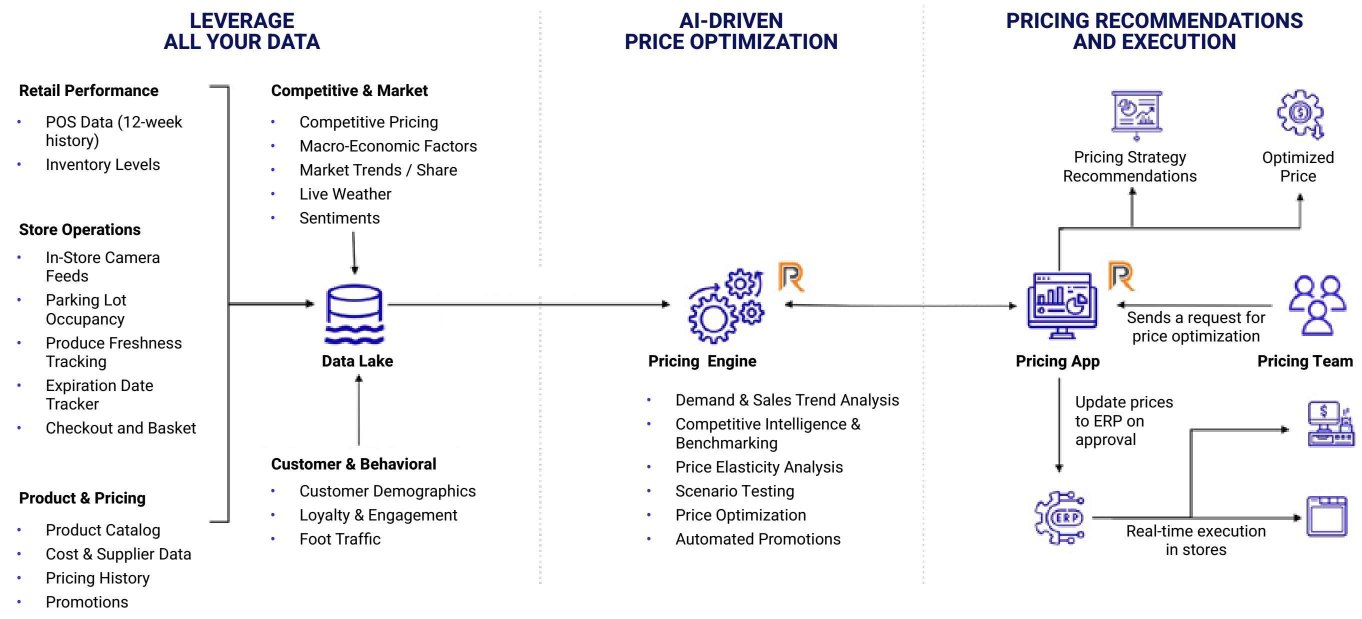
Transform Your Retail Pricing Strategy with

Hexaware's AI-Driven Dynamic Pricing

Powered by RapidPricer

Retailers today operate in a fast-changing market where pricing decisions directly impact profitability and market share. Challenges include unaligned analytics and strategies, where a lack of data-driven insights leads to inconsistent pricing and market share erosion due to ineffective pricing and competitive pressures. Cost fluctuations from inflation, trade wars, and supply chain disruptions create instability, while constantly changing competitor prices demand quick responses without compromising margins. Inefficient, manual price optimization processes result in revenue loss, while complex, unstructured price management increases workload and reduces efficiency. Together, these issues lead to lost revenue, competitive disadvantages, and operational bottlenecks. So, how can retailers remain competitive while maintaining profitability?

Introducing Hexaware's AI-Driven Dynamic Pricing – Smarter, Faster and More Profitable



Retailers need a data-driven pricing strategy that combines real-time insights, best practices, and business goals to stay competitive. Hexaware's AI-Driven Dynamic Pricing Solution, powered by RapidPricer, uses data like competitor pricing, market trends, demand patterns, and inventory levels to enable informed, real-time pricing decisions.

With price sensitivity analysis, it evaluates customer willingness to pay and competitive positioning to optimize prices for profitability and strategic alignment. By automating dynamic pricing, it maximizes margins, reduces manual effort, and drives smarter, more profitable decisions.

Why do Retailers Choose Hexaware's AI-Driven Dynamic Pricing Solution?

- Data-Backed Pricing Strategy: Redefine pricing strategies by leveraging market share analysis, competitive positioning, and category insights.
- Standardization of Best Practices: Incorporate proven pricing practices and existing expertise into a tailored solution framework designed to align with your retail business, market dynamics, and customer needs.
- Rapid Market Response: Swiftly adapt to competitor pricing, cost fluctuations, and evolving customer demand while maintaining alignment with strategic pricing guidelines.
- Value-Based Pricing: Optimize prices by aligning them with customer willingness to pay, price sensitivity, perceived product value, and competitive positioning.
- Lightweight and Easy Integration: Seamlessly integrates with existing retail systems, minimizing IT efforts and enabling real-time pricing optimization.
- Flexible, Pay-for-Performance Model: Adopt a results-driven approach by paying only when AI-powered pricing recommendations lead to measurable revenue growth.

Proven Business Impact of AI-Driven Dynamic Pricing

Revenue Growth and Profitability

Increase in Gross Margin Dollars ▲ 4% +
Through AI-driven price optimization

Growth in Revenue & Market Share ▲ 1-2%
Boost price image items and competitiveness

Improvement in Promotion Performance ▲ 20%+
With AI-driven selection

Cost Reduction & Operational Efficiency

Reduction in Labor Costs ▼ 25% +
In merchandizing and operations

Decrease in Inventory Holding Costs ▼ 10% +
Via optimized assortments & automatic markdowns

Reduction in Food Wastage ▼ 25% +
Automated price reduction based on fresh produce life stage

Success Stories

Join the growing list of retailers who've transformed their pricing strategies and unlocked new opportunities with Hexaware.

Transforming Pricing for a Leading North American Pharmacy Chain
Achieved $28M margin growth

Driving Success for Latin America's Largest Convenience Store Chain
Delivered 7% margin lift

If you're ready to revolutionize your pricing strategy, Hexaware is here to help. Visit us at www.hexaware.com to get started. Let's work together to redefine your pricing strategy and drive measurable growth!

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 this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate. With offices across the world, we empower enterprises 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 www.hexaware.com