

HEXAWARE

Smart Retail Solutions Transform Dutch Grocery Chain

Case study



Client

| Client

Challenge

Solution

Benefits

Summary

Our client, a leading Dutch discount supermarket chain, has long been a cornerstone of the Netherlands' retail landscape. With 64 stores nationwide and approximately 800,000 weekly shoppers, this retailer had built its reputation on high-quality products at competitive prices. Demonstrating remarkable foresight, this forward-thinking supermarket chain embarked on a journey of digital transformation in retail well before the COVID-19 pandemic reshaped consumer behavior globally.



Challenge

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| **Challenge**

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In the pre-pandemic era, the grocery industry was experiencing gradual shifts in consumer behavior, with a slow but steady move towards e-commerce for supermarkets. Our client sought to position itself at the forefront of retail industry innovation by implementing a comprehensive supermarket digital strategy.

The challenge was multifaceted:

- Develop a robust e-commerce website and implement smart retail solutions to support online ordering and home delivery.
- Create seamless omnichannel retail solutions, integrating the new digital offering with existing in-store operations.
- Implement same-day delivery and efficient order picking processes.
- Leverage retail data analytics to gain customer behavior insights, enhance supermarket loyalty programs, and drive retail customer satisfaction.

This initiative required not only technical expertise in ecommerce website development and retail app development, but also a willingness to invest in future trends before they became industry standards.



Solution

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To address these forward-looking challenges, the supermarket chain partnered with Hexaware to design and implement a comprehensive Home Shopping Platform (HSP). This centralized system was engineered to manage all aspects of the e-commerce experience, from product management to analytics and order fulfillment technology.

Key features of the solution included:



Retail IT integration with existing systems to ensure a unified approach across digital and physical channels.



Omnichannel retail solutions, including web and mobile app development for a seamless customer experience.



A user-friendly interface designed to make online grocery shopping intuitive for customers.



A specialized mobile app for in-store order pickers, utilizing barcode scanning to ensure high accuracy in order fulfillment.



A robust logistics system to support same-day delivery and efficient order picking.



Benefits

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The implementation of the HSP yielded numerous benefits:

First-Mover Advantage:

By launching e-commerce for supermarkets and same-day delivery early, the supermarket positioned itself as a leader in grocery industry innovation.

Pandemic Preparedness:

When COVID-19 hit, the supermarket had a head start in its ability to meet the surge in demand for contactless grocery shopping.

Scalability:

The early implementation allowed for system refinement and scaling, ensuring smooth operations even during peak demand periods.

Data-Driven Insights:

The platform provided valuable retail data analytics, enabling personalized experiences and informed business decisions.

Customer Loyalty:

Early adopters appreciated the convenience, which translated into strong loyalty and high retail customer satisfaction scores.

The success of this digital transformation in retail was reflected in impressive customer satisfaction scores, with users rating the service 8.5 out of 10.



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This case study demonstrates how a visionary digital strategy for supermarkets and investment in smart retail solutions can position a company to thrive in unforeseen future scenarios. By partnering with Hexaware to implement comprehensive omnichannel retail solutions, this supermarket chain unknowingly prepared itself for the dramatic shifts in consumer behavior that would occur during the COVID-19 pandemic.

The success of this pre-pandemic initiative underscores the value of staying ahead of industry trends and the importance of digital transformation in retail. As the world continues to evolve, the customer behavior insights gained, and capabilities developed through this project will undoubtedly continue to drive growth and maintain customer loyalty for this forward-thinking supermarket chain.

Is your business ready to lead the next wave of innovation in retail? Contact Hexaware today to learn how we can help you implement cutting-edge smart retail solutions, leverage retail data analytics, and position your company for success in the ever-evolving world of digital retail.



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.

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