



Introduction

Retail industry currently faces a different landscape because of several volatile market dynamics, including demanding consumers, fierce competitors, new entrants and a complex global economy. Traditional growth models are no longer relevant and no longer have the returns on investment like they once did. When product differentiations between retail chains decrease the need for convenience and value-added services increase.

Customers are now more discerning and demanding but becoming less loyal than before. One company's customer today is a potential customer for the other tomorrow. For these reasons and more, Companies are trying to enhance their product offerings, service levels and pricing models by understanding the customers' requirements and developing products that are relevant. This will certainly reduce their cost-to-serve per customer, which ensures that the total cost of ownership of a customer over time is reduced

Business Challenges

Over the last decade or so, Companies world over have focused their resources to create efficiencies in their sourcing, supply chains, store operations and marketing with the purpose of reducing the operating costs and maintaining a hold on their thin margins. But, today these process improvement efforts have become par for the course. There is an urgent need for Companies to revisit the core aspect of their business and understand that customers make business.

The key challenges faced by the Retail Industry are:

- Managing product life cycles
- Identifying profitable customers
- Planning promotional strategies
- Modifying/ creating products based on different scenarios
- Determining cost effective supply chain models
- Planning inventories at various levels

Industry Solution

Business Intelligence allows organizations to avail of critical insights into core business strategies and strategic policies. It reveals the concealed trends present as well as future obstacles that the company may not have otherwise been aware of. Global competitive advantage requires highly developed data analyses to improve customer profitability, manage risk and reduce operating costs and better the service offerings.

Retail Business Intelligence using software tools that deliver the right data, at the right time, with the right applications, on the same platform transforms users into analysts and drives collaboration. Analysts can get the information when they want it, and how they want it.

Analytic techniques, such as design of experiments, cross tabulations, statistical analysis and data mining, help in uncovering patterns and trends within large databases. When used for creating forward-looking suggestions, they provide the edge to decision-making.

Our Competency

The Decision Support Services team within HCL works on two attributes namely Market Research and Business Intelligence. The team with comprehensive experience in Web-Based Enterprise Reporting, Information Delivery & Management, End-User Analysis, Performance Management, Financial Reporting, Analytic Dashboards & Scorecards using Business Intelligence tools like SAS, SPSS, Business Objects and Query languages helps Companies in their marketing strategies right from identifying the market segments to the point of customer preferences and attitudes.

What BI can do for you?

In addition to greater profitability, business intelligence helps in identifying loyal customers which results in improved customer experience, help in focusing real problems, and continuous monitor of business performance and identify the areas where you need to improve. It also helps Companies to focus on core strategy implementation such as analyses of merchandise, suppliers, operations, inventories, sales and customers thereby ensuring better supply chain management. Business operations reporting, Forecasting, Dash boarding, Multi dimensional analysis, finding correlation among different factors are some of the uses of Business Intelligence.

Your Data is Secure with us

HCL Technologies Ltd - BPO Services is certified for BS7799 standard by British Standard Institute, India across all delivery centers located in Noida and Chennai. Information security management system of HCL practices 10 domains, 36 control objectives and 125 controls of BS7799 standard. Transition practice to ISO 27001 from BS7799 has started and will be completed within few months. HCL is also a part of NASSCOM core team to define and implement policies for information security.

- There is a 24/7 dedicated team for security monitoring
- Products like McAfee EPO, Web sense reporter, ISS/CISCO Network and host intrusion detection system etc are used for monitoring
- Paperless office and Electronic Devices such as mobile phones, PDA etc are not allowed on the production floor.
- Random audits are conducted to ensure that the security policies are followed

	Customer Acquisition	Operations	Customer Retention
Statistical Modeling	Logistic Regression, Linear Regression, Decision Trees, Chaid/ Cart Analysis, Time Series Forecasting, Propensity Modeling		
MIS Reporting	Structured Reports, Customized dashboards and Scorecards, Ad Hoc "drill-down" Queries		
Data Preparation	Extraction, Transformation & Loading, De-duplexing, House Holding, Data Validation & Cleansing		
Technical Modeling	Performance Tuning, Query Optimization, Database Management, SQL Programming, Technical Help desk		
Advisory Services	Consulting services to solve client problems, translating business issues into stats problems, analyzing and interpreting analytics results		
Unix, Wi-2k, VD, VDA Macros, SAS (Enterprise, Miner) SPSS, Minitab, Oracle, Business Objects, Toad, Shell Scripts, PL/SQL			

Service Span

- Analyzing customer database to derive customer intelligence
- Database marketing analytics to identify trends and patterns in marketing data
- Marketing research analytics in order to find relationship between customer preferences on overall product profitability
- Inventory management performance and warehouse analytics

Service Offerings

Customer Analytics

Marketing Analytics

Forecasting & Econometrics

Pricing Analytics

Inventory Analytics

- Customer Segmentation Analysis
- Customer Loyalty Analysis
- Cross-sell and Up-sell Opportunity
- Customer Life Time Value
- Customer Churn Management

- Product Preference Study
- Attribute Preference Mapping
- Market Share Simulations
- Target Market Identification

- Predict customer and market behavior
- Forecast demand for products and services
- Making effective pricing decisions

- Price/ Cross Elasticity Modeling
- Item Cannibalization Analysis
- Pricing Simulation
- What-if Scenario Modeling

- Inventory Management performance
- Analyzing Inventory Replenishment Policies
- Evaluating optimal quantity in order to minimize total variable costs



Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 88,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

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