

Digital Commerce Solution for Retail

Digital Software & Solutions



The modern customer is digitally empowered, and increasingly demanding, driving brand perception via social and online conversations. Increased competition from online stores where customers compare products in-store, then purchase online - showrooming — is becoming commonplace. Building customer loyalty is therefore a key challenge for the retail industry, where complex supply chains, excess or insufficient inventories and operational inefficiencies are driving down margins.

Tata Consultancy Services' (TCS') end-to-end Digital Commerce solution helps retailers improve their buy, market, sell and service capabilities to realize efficiencies across the value chain. Leveraging advanced customer analytics, Digital Commerce affords insights that help retailers boost customer loyalty. Our solution's demand forecasting capabilities enable informed decision making for inventory optimization and increasing sales via personalized offers and promotions. With our Digital Commerce solution, retailers can better identify and fulfill customer needs, deepen customer engagement, and deliver a unified experience across channels.

Overview

Customer behavior has changed with the evolution of digital technologies. With a majority of purchase decisions being influenced by social recommendations, retailers need to be able to deliver what their customers want — when and where they want them. Additionally, as showrooming gains popularity, retailers need to aggressively leverage affiliate, email, mobile and SMS marketing to offer a unified brand experience across channels, even when customers go offline. Compounding these challenges is the need to reduce operational overhead, and accurately forecast demand to deliver the right product or service at the right time.

Leveraging advanced analytics, our Digital Commerce solution enables retailers to address each of these concerns. By generating recommendations on offers and promotions, and identifying demand-supply gaps, our offering helps reduce excess inventory, avoid shortfalls, improve sales, and fulfill customer needs, thereby increasing overall customer satisfaction. Digital Commerce for Retail leverages web analytics to enable analytics-driven customer service to ensure superior customer experience. The solution's affiliate and direct marketing capabilities help maximize brand visibility. With integrated modules for the individual stages of the commerce cycle on the 'buy' and 'sell' side of the business, our solution helps you realize operational efficiencies at each stage.

Our Solution

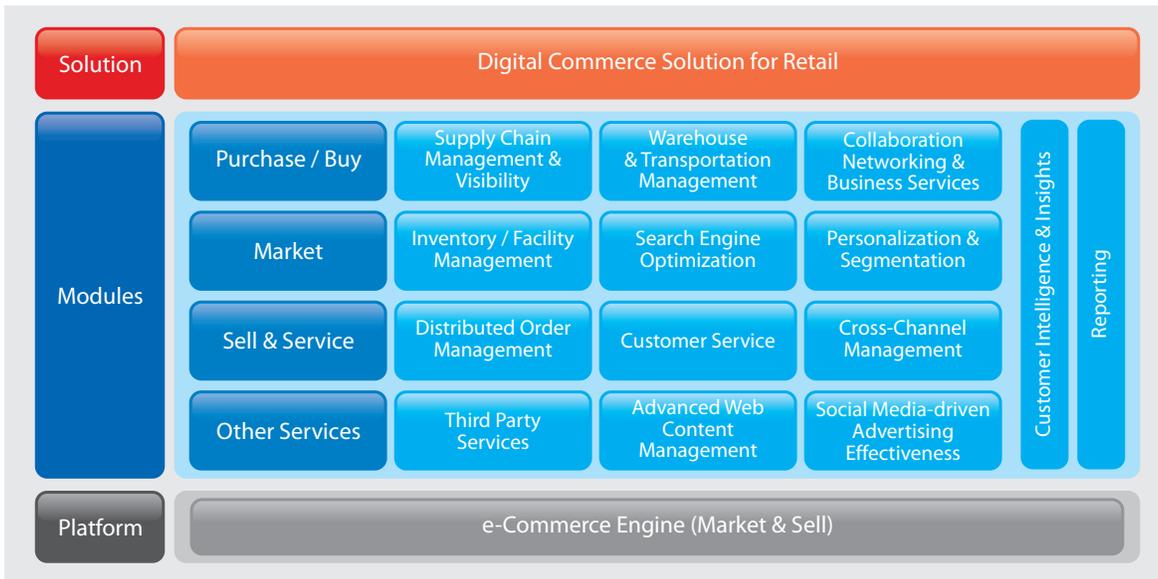
TCS' integrated end-to-end Digital Commerce Solution for Retail leverages advanced analytics to help you deliver more value to your customers and drive operational efficiencies. Its in-built functionalities enhance your organization's capabilities at all stages of the digital commerce cycle:

- **Buy:** Our solution helps optimize procurement and supply chain operations, and drives collaboration with partners and suppliers. With analytics-driven visibility into the entire supply chain, it enables accurate merchandise sourcing in response to customer demand.
- **Market:** The offering's insight-driven recommendations support targeted cross-channel marketing, multi-site and multi-store catalog management, pricing strategies, and inventory optimization.
- **Sell:** Digital Commerce integrates customer data with your organization's internal data, analyzes it, and offers recommendations for ensuring merchandise availability. Our solution's digital commerce engine enables you to monetize digital transactions.
- **Service:** Our solution incorporates software for customer service and support, after-sale customer management, and customer retention management.

Benefits

The analytical, predictive, and prescriptive capabilities of our Digital Commerce solution for Retail help you to:

- **Optimize end-to-end supply chain:**
 - Synchronize demand and supply and optimize warehouses with end-to-end supply chain visibility
 - Drive superior returns management with analytics-driven customer service
 - Enable data-driven decisions for inventory and category and catalog management



An Overview of TCS' Digital Commerce solution for Retail

- **Maximize customer lifetime value:**
 - Accelerate order-to-cash processes via different forms of checkout
 - Increase order size by leveraging customer insights for recommendations on offers and product bundling
 - Deliver superior customer experiences by utilizing advanced web and search engine analytics
- **Improve operational efficiencies:**
 - Expand your network of partners and suppliers, using our solution's warehouse management capabilities
 - Optimize care center operations with in-depth knowledge of individual customers
 - Streamline operations using the comprehensive order capture process

Fully integrated: Our solution not only integrates the stages of the commerce cycle, it also incorporates integrated modules within each stage.

Analytics driven: Digital Commerce delivers a wide range of insights from our Customer Intelligence & Insights (CI&I) solution to the commerce platform. From demand forecasting to improve warehouse and supply chain management on the buy side, personalization and segmentation within the market cycle, customer behavioral insights for the sell cycle, to enhanced reporting for the service side, our CI&I powered solution enriches the complete digital commerce cycle.

Minimizes supply and demand gaps: With its analytics base, our solution uniquely enables demand gauging and supply alignment. It delivers customer analytics, web analytics, and demand forecasting to minimize supply and demand gaps.

The TCS Advantage

TCS' Digital Commerce solution has been developed specifically for the retail industry. With proven leadership in the analytics domain, we have designed a solution that differentiates itself in the following ways:

Tailored for retailers: Our solution includes modules for retail-specific functions such as warehouse management and inventory management. By integrating retail customer analytics with web analytics, it offers retailers a complete view of the customer.

End-to-end: Our solution comprehensively addresses key functionality across the entire digital commerce cycle — buy, market, sell, and service.

How we help our customers

A leading retailer concluded that nearly half its customers visited its website prior to a store visit. To present a unified brand experience, the retailer needed to offer customers a consistent experience both online and in-store. TCS implemented the Digital Commerce solution to help the retailer with its online transformation. By leveraging cross-channel deployment, mobile commerce, store associate enablement, and in-store customer experience enhancement, our client has witnessed dramatic improvements in its business results and customer satisfaction.

About TCS' Digital Software & Solutions Group

With the rapidly growing influence of new digital technologies, embedding digital transformation in the company strategy has arisen as a key objective across industries. Recognizing this, TCS offers a comprehensive portfolio of software and solutions that helps enterprises leverage these emerging digital technologies to their fullest competitive advantage.

Developed by industry experts, our fully integrated licensed software and solutions are configured to address our clients' specific business pain points within their industry context. Our modular solutions help organizations more effectively respond to the rate of technology change and extend the influence of digital technologies to transform the business landscape.

As a result, our clients can attract and build lifelong relationships with their customers, even as they reduce operational costs across the customer experience and digital commerce cycle. With TCS as a strategic partner, enterprises are empowered to respond with agility to the changing digital environment, achieving certainty in an increasingly uncertain digital world.

Contact

To know more about our Digital Commerce Solution for Retail, contact **TCS.DSSG@TCS.COM**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

IT Services Business Solutions Consulting

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