

# Retail Business Operations

Business Operations



Today, a tectonic shift is underway in the global retail industry. As 'phygital', a combination of physical and digital, becomes the new norm, companies are moving from a multi-channel to an omnichannel environment for real-time views of customers, sales, inventory, and supply chains. Enhancing shopping experiences entails a complete reimagination of stores using interactivity, augmented reality, automation, the IoT, and near field communication (NFC). Retailers need to be connected with buyers 24x7, which calls for significant investments in technology and often involves a complete rethink of business models, processes, markets, channels, and pricing.

Tata Consultancy Services' (TCS') Retail Business Operations helps improve customer experience in an omnichannel world. Our Digital Operations Studio offers capabilities across merchandising, pricing and promotion, digital creatives and marketing, business command center, and customer engagement. We enable social shopping and analytics-driven personalization to create a seamless, customer-centric business.

## Overview

Retailers need to cater to digitally savvy customers who demand a superior experience, across geographies, platforms, and devices. With growing competition and shrinking margins, acquisition and retention of customers calls for continuous differentiation. Companies need to offer dynamic pricing and promotions across retail channels, and standardize processes globally to avoid inaccuracies and time-consuming consolidation activities for product information. This requires agile processes and a robust IT set up to support and enable business growth, and provide insights and predictability to drive traffic or assist prospects to make purchases.

TCS' Retail Business Operations can help manage and execute day-to-day operations more effectively by leveraging our domain expertise gained by partnering with leading retailers and consumer packaged goods (CPG) companies across the globe. We enable simplification of processes and end-to-end integration of business operations, right from setting up products to increasing customer engagement, from analytics to redesigning and optimizing operations in alignment with retailers' needs.

## Our Services

TCS' Retail Business Operations encompass

- **Merchandising Services:** We provide business insights for effective customer retention, simplify operations to improve process efficiencies, and optimize operating costs. We offer services across item setup and master data management, electronic data interchange (EDI), space planning, assortment rationalization, promotions management, and inventory management reporting.
- **Retail Digital Operations Studio:** This is a full service model, offering end-to-end management of digital assets for retailers. It is a highly flexible and adaptable business process framework that can be customized for multiple platforms and business process.
- **Retail Stores and Supply Chain:** We support retailers across store operations, supply chain, and command center. Our end-to-end SCM services include merchandising planning, demand forecasting, sourcing, replenishment allocation, customer order management, network planning, distribution center (DC) operations, fulfillment operations at stores, and transportation.

## Benefits

TCS' Retail Business Operations help companies to achieve:



Up to 90% reduction in turnaround times, enabling faster time-to-market



Up to 70% improvement in reversal rates through operations redesign

## An overview of our Retail Business Operations



## The TCS Advantage

- Domain expertise:** With 8+ years of experience in retail, we have developed best practices and capabilities across multiple platforms and business models, backed by 1500+ retail functional consultants and 1200+ digital operations specialists who have serviced 20+ clients spread across three continents. Our Retail Center of Excellence helps develop and optimize business processes in line with industry best practices.
- Business transformation platforms:** We leverage advanced and indigenous solutions and accelerators across process management, automation, governance, and asset management. We have identified retail platforms such as Cloud Plus™, a self-learning, service management platform and SMART Content Manager, which applies NLP techniques.
- Solution accelerators for process transformation:** This includes eWiggle (pricing), web scrapers (attribute validation), email managers, and robotic process automation.
- Analytics and insights (A&I):** Our proven A&I expertise provides services in customer segmentation, price and promotion analysis, and performance and predictive analytics.
- ValueBPS™ approach:** This helps enterprises achieve significant and sustained business outcomes through operations redesign methodologies such as FORE™, our unique IT-BPS synergy, Business Process as a Service (BPaaS) models, and business process management (BPM).
- Analyst references:** We are positioned in the 'Winner's Circle' in Hfs' Blueprint Report on Retail BPO Operations.



Up to 90% order lead time reduction with the implementation of process automation tools and search engines



Superior customer experience, high NPS, and hassle-free shopping



Better reversal rates through operations redesign

## Awards & Recognition

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### To know more

Visit the [Business Operations](#) page on [tcs.com](#)

Email: [bps.connect@tcs.com](mailto:bps.connect@tcs.com)

Blog: [Agile Business](#)

### 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.

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