

RETAIL INSIGHTS

MONTHLY NEWSLETTER



2020 Diwali and Christmas Predictions That Come True!

The most frenzied festival season Diwali and Christmas is just around the corner, and Indians are ready to do their annual shopping there's no doubt this festive period will be unlike any other, with more online shopping than ever. **Retailers must have a holiday-specific plan** that gives consumers the confidence to purchase from them.

- **Increase Conversions** With a Great Pre-Order Marketing Strategy.
- **Generate hype.**
- **Flexible fulfilment** brings all the customers to the yard.
- Let's not forget word of the day: '**Automation**'.
- Get Audit On.

The era of **Omni (D2C) Channel Transformation** is fast-tracked in Pandemic times. Need proactive communication with their customers in addition to marketplace and Online to offline go-to-market strategies. Personalized content & communication, product recommendation, subscription and loyalty have become essential.

IN THIS ISSUE



2020 DIWALI/CHRISTMAS PREDICTIONS THAT COME TRUE

SNEAK PEAK OF THIS MONTH'S ACHIEVEMENTS AND INITIATIVES

PROJECT OF THE MONTH

EMPLOYEE OF THE MONTH



We have helped **brands go digital** by leveraging Product information Management, Commerce Platforms, Order Management Solution, Loyalty and CDP/DMP Expertise.

- Global Reference Storefront – Reference Architecture.
- Platform Customization
- Enterprise Integration for Reconciliations
- Leverage PIM with Order Management.
- Enabling new Geos.
- Easy on-boarding of suppliers, vendors, and product catalogs.

[Retail Insights](#) (Implementation Partner) Certified Platform experts assist customers to go omnipresent in a quick time and transform them as “**King of Convenience**”.

Sneak peak of this month's achievements and initiatives

1. **Enabled Farm to Fork Commerce with Micro Fulfillment** Solution incl. Dark Stores and Warehouse
2. **Productizing API** the first Headless Commerce, Reconciliations and Customer Data Platform.
3. **Ongoing Certifications** for Salesforce Commerce Developer, Magento Commerce, Mulesoft and Kantar Trade Promotions.
4. **New Client Acquisition** - Premium Personalized Men Store.
5. Partnership Localytics with Advanced Loyalty and Customer Data Platform.
6. We are **growing each day** as we onboarded 10+ Engineers to our team Retail Insights.
7. **Retail University** - We have successfully conducted domain and technical Sessions on React, Mulesoft, Commerce Cloud and Retail Merchandise Planning.



Project of the month



Farm to Fork Commerce with Micro Fulfillment

This single order or multi order by multiple picker is the most efficient routing and fulfillment solution. This solution has helped our clients to handle out of stock conditions with real time substitution or on demand substitution, pick path optimization which is based on aisle, location, XYZ coordinate or picking sequence. The seamless integration with simplified dispensing methods includes automation such as robotic picking, last mile software which enables Pickup, Drive Thru or Home Delivery contributing to smooth and hassle free fulfillment.

Employee of the month



We are proud to announce our employee of the month for October, 2020 Deepika!

Deepika has showcased tremendous efforts and enthusiasm to learn new technologies as a UI Developer and collaboratively grow along with the team members, proactive in understanding critical issues and resolving them on timely manner and contributing diligently towards the project success!

