

ENTERPRISE DIGITAL PLATFORM FOR MEMBER REGISTRATION

for a Global Retailer



Service: Product Engineering & Innovation, Digital Experience, Microsoft

OVERVIEW

The customer entered India as one of the Leading Wholesale Player and operates 20+ wholesale stores and 3 fulfilment centers. These stores span over an area of 50,000 square feet offering more than **5,000 SKUs** across multiple product categories.

CHALLENGES

Digitize the current process of members onboarding, minimizing the errors and risks associated with the manual process by:



Reducing human errors in the paper-based registration



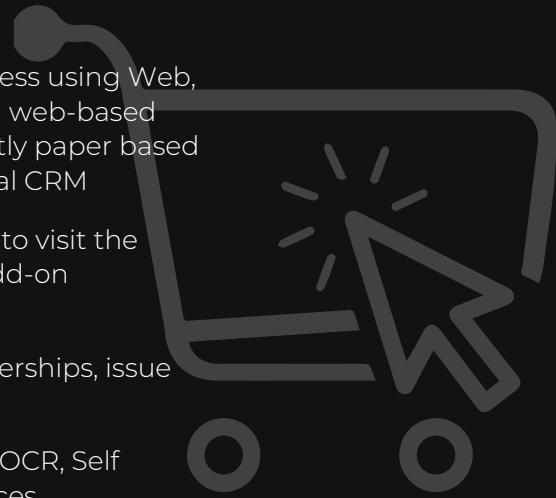
Delivering a single version of truth about customer/member data



Reducing the cycle time of on-boarding a member from days to minutes

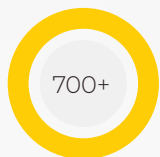
SOLUTION INNOVATION

- 1** ACL team digitized the complete membership onboarding process using Web, Android Mobile app and Self-Registration portal. The mobile and web-based enterprise platform provides complete digitization of the currently paper based manual process and seamlessly integrates with customer's global CRM
- 2** Android Mobile App for Business Development Associates(BDA) to visit the members at their stores and create/renew memberships, add add-on members and issue membership e-cards
- 3** Web Portal/platform for store Associates to create/renew memberships, issue e-cards, data quality
- 4** Third party Integrations including e-Governance systems, Azure OCR, Self registration portal, and legacy back-office app for data and services



OUTCOMES

- Membership automation enabled members to purchase from Stores, both online and offline, and fulfilment centers thus providing them seamless experience
- Simplified mobile user experience helping BDAs to capture the application details and the required documents on the fly



700+
Business
development
associates



1 mn+
Planned
activations to be
achieved soon

