

# Omnichannel Digital Commerce

Navigating the New Normal

**Do you want to build personalized digital experiences** on your commerce portals?

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**Are you struggling to craft powerful Aha moments !** for your customers, deliver personalized recommendations, and consistent customer experiences across multiple digital touch points?

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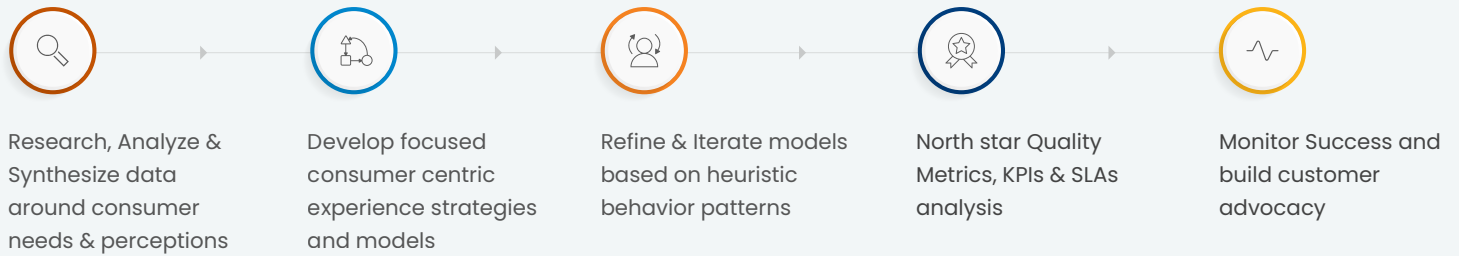
**Do you want to connect the data islands, break the silos, augment & strengthen** your Digital Commerce Platforms across the Retail Enterprise?



# North Star Approach to Digital Commerce Strategy

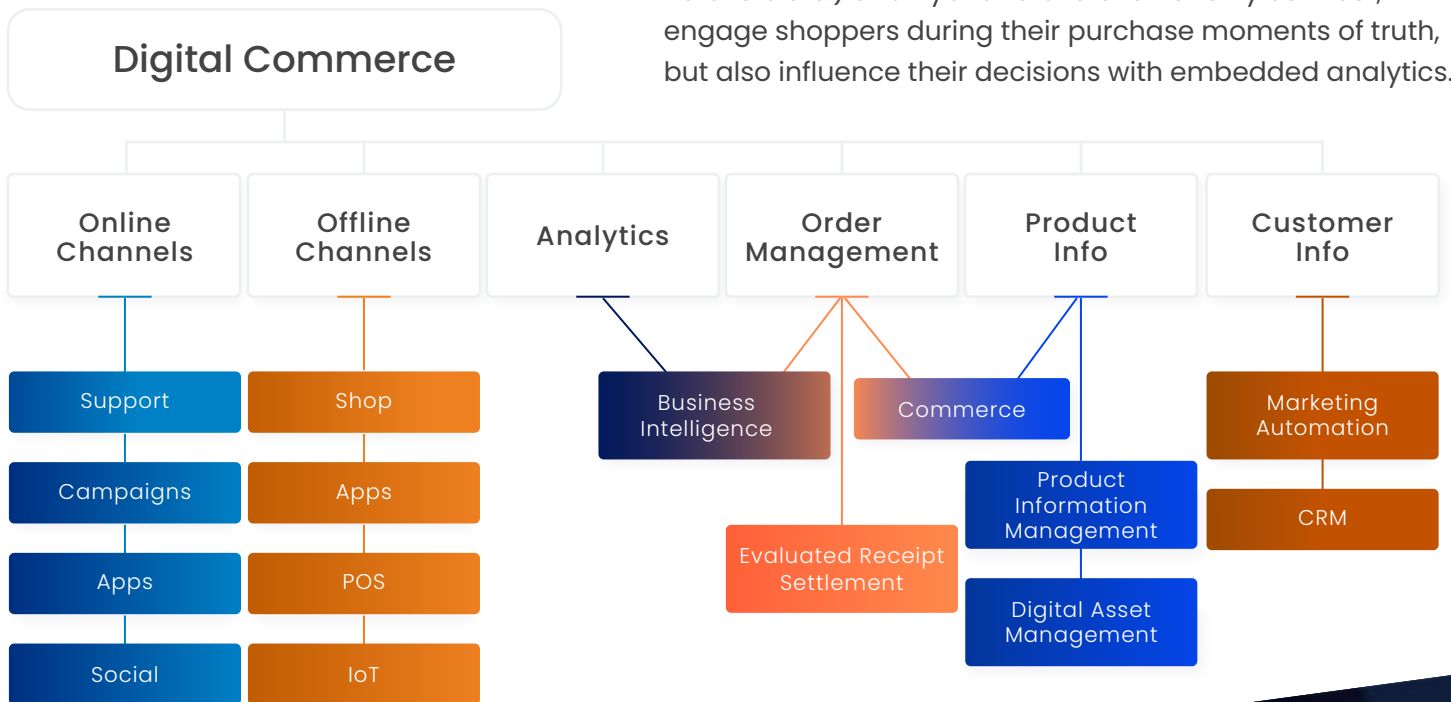
ACL Digital's North Star CX vision helps Retail Enterprises to navigate through the complexities of the business having consumer at its heart, driving frictionless shopping experience & pivoting top line growth.

The guiding principles embodying NorthStar CX Framework include specific heuristic behavior patterns and actions measured in every customer touch-points with personalized, seamless, proactive, transparent, compassionate, and consistent purchase decisions.



## Helping Enterprises Navigate and Drive Future Commerce Strategy

ACL Digital enables retailers to better understand shoppers' behavioral attributes, persona and uncover opportunities to drive footfalls as well as web traffic. Our omni-channel digital commerce solutions enable brick-and-mortar (B2B Wholesale, Departmental, Fashion Retailers etc.) and hybrid retailers to not only connect, engage shoppers during their purchase moments of truth, but also influence their decisions with embedded analytics.



# Digital Commerce – Innovation Towers

Our offerings for the retail industry are built around themes like:

- **AI Powered Enterprise Core:** Create a blueprint for 'stores of the future' by applying RPA, Cognitive automation, AI/Machine learning and data analytics
- **Enterprise Agility at Scale:** Envision a lean enterprise with cloud first data analytics, omnichannel enterprise apps, APIs and microservices based platforms
- **Cloud, Mobile First Retail Enterprise:** Accelerate innovation and transform into an integrated retail enterprise
- **Assurance & Compliance:** Address compliance through cyber security solutions to mitigate the risks of data and privacy breach



Omnichannel Content & Commerce



Personalization



API-based Commerce



Artificial Intelligence



Customer Analytics



Enterprise Marketplace

## Offerings

ACL Digital is a pioneer in delivering connected retail experiences for world's leading retailers [Wholesale (Cash and Carry or B2B) & Retail (B2C)], and several Tier 1 enterprises. Leveraging strong collaborative partnerships, we offer a bouquet of solution offerings around Omnichannel Commerce

### Platform Innovations

- Customer Insights & Deep Personalization
- Campaign, Loyalty
- Order Management
- Order Fulfillment
- Payments & Returns

### Smart Data Driven Retail

- Big Data Analytics, Dashboards & Reporting
- Automation & Integrations with Intelligent Process Automation
- Billing, Invoicing & Returns Infrastructure Mgmt.
- API Driven Commerce
- Rapid Innovation with Cloud Transformation

### Core Digital Commerce

- Product Catalog
- Enterprise Search
- Pricing & Promotions
- Personalization
- Self Service Portals

Digital Commerce

### Digital Interactive

- User Experience Design
- Portals Development – B2C, B2B, B2B2C
- Digital Experience Maturity Assessment
- M-commerce, Social Commerce
- AR/VR Retail Solutions
- Web Content & Digital Assets
- Enterprise Marketplace

## Enabling Retailers Achieve Maximum Potential

It's what happens when business consultants, creatives and technologists all think like entrepreneurs. Some of our favourite retail stories

### Omnichannel, Digital Commerce Platform for a Global Fortune Conglomerate

The client embarked on a journey to transform traditional retail through an Integrated Digital Commerce:

- **Core Platform:** Order Capture, Order Management, Sourcing & Scheduling, Allocation & Release, Payments & Invoicing, Refunds & Settlements
- **Core Commerce Engine:** Partner Onboarding, Dynamic Personalization through rules-based engine, Product Information Management, Address & Pin code Verification, Settlements, Tracking, Monitoring, Scheduling, Alerts, Notifications & Exceptions
- **Analytics & Reporting:** Order Dashboard, Reconciliation, Context based customer analytics based on behavior, segmentation
- Call Centre for Order Processing & Customer Queries
- NLP powered chatbot to help customers with personalized journey

3000

Merchants

200

Cities

4X

Increase in Order Flow

250K

Orders/Day

### Omnichannel Digital B2B Commerce Platform for Member Registration and Order Management

- For a leading global retailer, we ensured a unified experience by enabling them with reduced processing time of onboarding new members and renewal of membership by 50%
- Tablet based online ordering solution for field/business development associates with live inventory mgmt. and location tracking working to handle both online and offline capabilities
- Enterprise apps integration for warehouse mgmt., supply chain and the delivery tracking
- Customer analytics, Product recommendation / Pricing prediction engine

80-90%

M-commerce Driven Revenue

24

Locations

700+

Executives

## ACL DIGITAL

ACL Digital is a design-led Digital Experience, Product Innovation, Solutions, and Consulting offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses.

Keeping customer journeys and design at the core, it is committed to enable large Enterprises, SMBs and start-ups to transform. ACL Digital brings in competitive advantage, innovation and fresh perspectives to business and technology challenges.

We are a talented workforce and part of the 32,500 employee ALTEN Group that is spread across more than 25 countries offering a multicultural workplace and a collaborative knowledge environment.

With a unified approach, we collaboratively ideate, innovate & strategize with retail customers, identify & create new channels to reach consumers, understand & create effective consumer journeys and transform B2B and B2C digital commerce with an integrated offering that addresses: customer needs; data; operations and tech platforms into compelling user experiences that support business strategy.



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