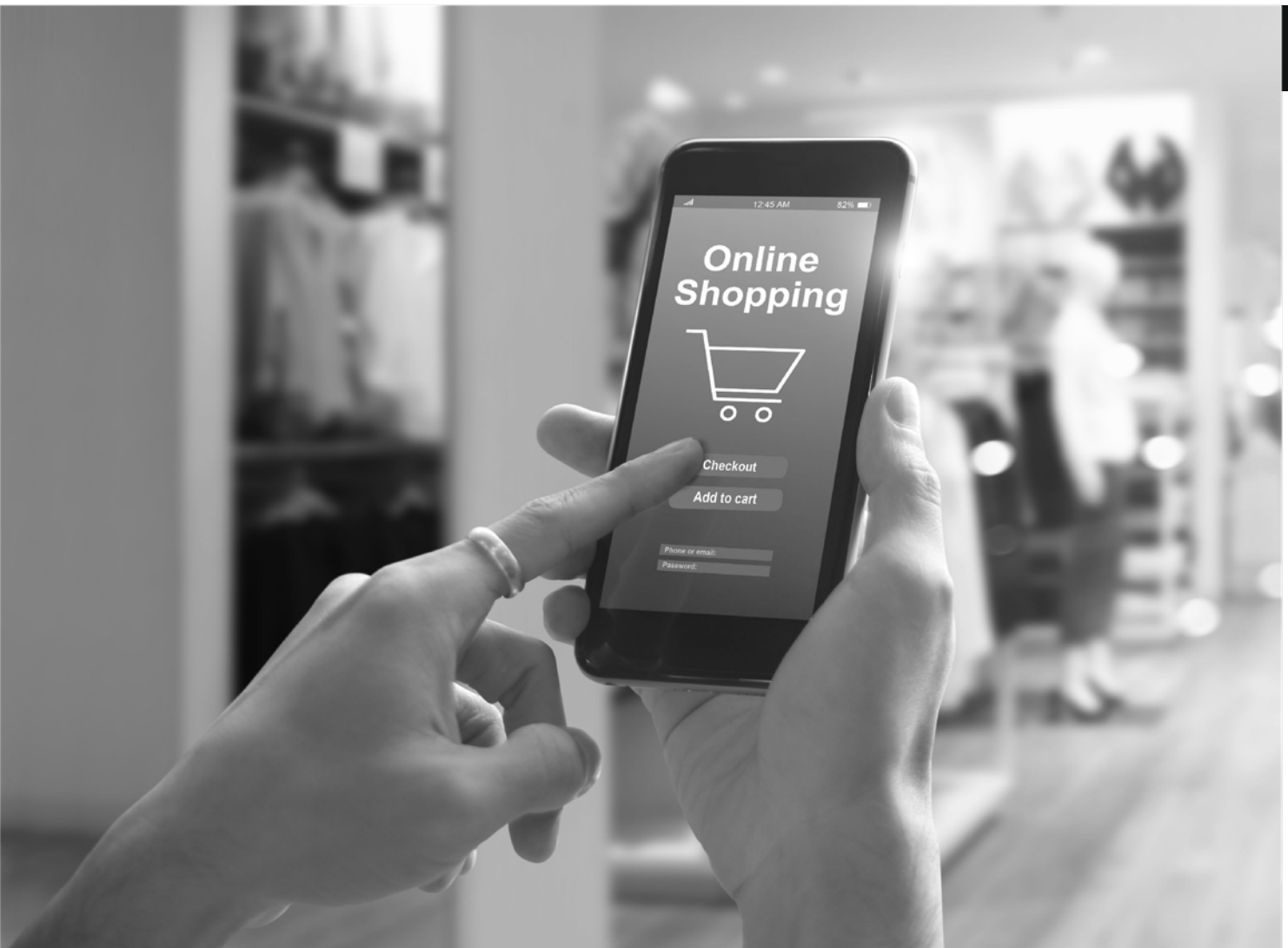


ENTERPRISE DIGITAL PLATFORM FOR MEMBER REGISTRATION

for a Global Retailer



Services: Product Engineering & Innovation, Digital Experience, Microsoft

OVERVIEW

The customer extended its branch in India as one of the leading Wholesale Players 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

The customer wanted to 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



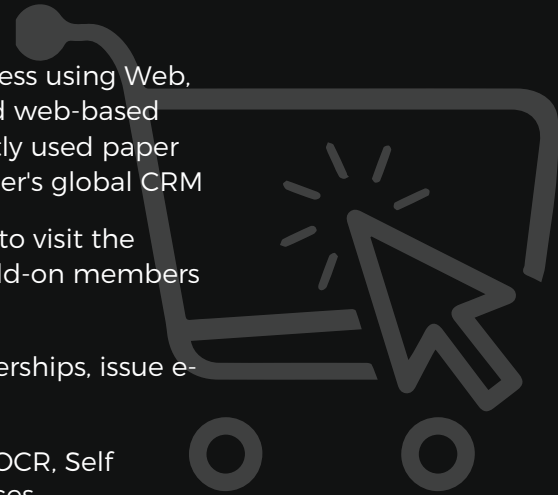
Delivering a single version of truth about customer/member data



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 enabled complete digitization of the currently used paper based manual processes and seamlessly integrated 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 & offline, and fulfilment centers providing them with seamless experience
- Simplified mobile user experience helped 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



ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

business@acldigital.com | www.acldigital.com

USA | UK | France | India 