

A leading health and wellness products retailer with over 700 outlets across the United States was looking to stay ahead of the competition. This meant they would need more insight into the best-selling products, customer behavior and other e-commerce store aspects.

The company reached out to ASB to create a seamless purchasing journey for the customer.



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Extraordinary People.
Extraordinary Results.

OBJECTIVES

- Gather data on several operations across the country and converge it in one place for easy access and analysis.
- Understand the different types of customers they serve and the variations in their needs.
- Predict future shopping patterns, trends and events in the broader health and wellness industry.
- Foster continuous ideation in response to customers' challenges and ensure autonomous and timely implementation of solutions.
- Shorten the time a customer takes to complete a single action, such as finding a product or making a payment.
- Expanding automation and ensuring that human intervention comes with unique added value for the customer when exercised.

TOOLS AND TECHNIQUES

We utilized several tools to discover deficiencies and develop solutions, including:



Snowflake – This data cloud solution enabled us to break down existing silos. It helped our client house data from numerous departments such as marketing, sales, inventory management and others in a single location, accessible from anywhere.

We also built pipelines to facilitate data transfer from entry points to storage and then to other applications used by the client's staff. Snowflake also simplified data modeling where needed, such as in forecasting.

Furthermore, the data marketplace offered access to third-party data, so the client's decisions weren't only informed by internal data they owned.



UiPath – This tool helped us identify the processes which could be fully automated and those where we could automate a few actions in the sequence. We were then able to build, test and run robots that would handle these tasks.

UiPath also enabled us to envision workflows where human agents work alongside software robots to handle back-end administrative work and customer-facing work. In the future, our client would be able to re-use robots and serve more customers thanks to cloud-powered scalability.



JDA – With this platform, the client would be able to zoom in on any point in the supply chain that could affect timely order fulfillment. They can then make internal changes in aspects such as stock levels in storage units dedicated to different regions.

The client can also devise more convenient delivery options for customers facing time and location constraints.



Talend – Talend helped scrutinize data for incoherent values, correct errors, and eliminate inconsistencies in versions viewed by different users. Subsequently, everyone involved in decision-making could trust that they act on high-quality data and are on the same page.



Microstrategy – This platform would provide an analytics environment where even the least tech-savvy users could draw insights from business data quickly. More importantly, the platform transcends human-instructed analyses to continuously learn from previous discoveries for more intuitive recommendations.

RESULTS

- Our client was able to track all relevant metrics to gauge their success in providing a satisfying customer experience for every unique visitor, in-store and online.
- We created a single-view analytics platform covering web, mobile and store activity to reach the goal of US\$600 million in investment and increase overall revenue through digital deployment and integration.
- The client can accurately forecast baseline demand and promotional uplifts for each Stock Keeping Unit (SKU) and channel.
- Reduced over-stocking and stock-outs thanks to automated replenishment.
- Omnichannel inventory optimization, including virtual ring fencing, so that both online and physical store operations have adequate stock.
- An empowered planning team implementing innovations and continuously refining them in a self-governing and proactive manner.

Looking for the right tools to harmonize online and in-store business operations?
Let the [experts at ASB Resources](#) help you digitize customer acquisition, sales and other business elements.

SCHEDULE A CALL WITH ONE OF OUR EXPERTS TODAY!

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