

# Retail Giant Elevates Customer Satisfaction and Drives Sales Growth

## Case Study



## Overview

### Overhauling omnichannel retail operations

An upscale American home-furnishings company, with 6,000 employees and an annual revenue of ~\$3B, sells its merchandise through omnichannel retail operations that include 72 galleries, 39 outlets, as well as an online portal and catalog. It wanted to address deteriorating service levels that had a direct impact on customer satisfaction and sales growth.

#### **Zensar's brief:**

- Enhance the operational capabilities of the POS system by carrying out the necessary upgrades, implementations, and customizations.
- Integrate the various retail systems seamlessly and automate processes to enable greater efficiency and customer responsiveness.

## Beyond the brief:

With strategic data migration to the cloud, we enabled the business to adapt to changing demands without significant infrastructure investments.



## Challenges

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### An unoptimized POS system

The client's IT department had to address several inefficiencies that were impacting operational capabilities and causing customer frustration:

- Delayed upgrades of the POS system and Oracle Retail Xstore Office Cloud Service (XOCS).
- Lack of customization for diverse transactions.
- Poor integration with third-party systems.
- Non-adherence to SLAs and increase in the incident count.



## Solution

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### Enhancing operational robustness

With the goal of supporting the client's widening customer base and its growing requirements, we collaborated with the client's team to deploy a solution that comprised these key actions:

**Upgrade:** We upgraded from XSTORE V16 to V19, which improved the POS functionality with enhanced performance and security features.

**Customize:** We customized features such as Flexible Single Master Operation (FSMO) and pickup/delivery transactions, enabling the POS system to better meet specific business needs, improve user satisfaction, and boost operational efficiency.

**Integrate:** To enable seamless data flows between platforms, we created a cohesive ecosystem by integrating various systems with Xstore POS:

- Salesforce for customer lookup
- Certegy for check payments
- Galaxy CRM for sending transaction details
- Solink for loss prevention
- Retail Sales Audit (ReSA) for sales audit

**Migrate:** We carried out data migration to XOCS cloud, enabling optimized data management and real-time decision-making.

**Develop:** We developed a dedicated POS support web application to address the limitations of XOCS cloud, ensuring that users have the resources they need to troubleshoot and resolve issues themselves quickly.

**Automate:** We leveraged Zensar accelerators to automate repetitive tasks to reduce the workload on staff, allow them to focus on more strategic activities, and increase overall efficiency. Automation also helped minimize human error, leading to more accurate reporting.



## Impact

### Greater business agility and growth

According to internal benchmarks, these results were delivered:

- 80 percent lower incident count
- 90 percent higher deployment efficiency

**Business outcomes:** The solution helped the business achieve greater efficiency and responsiveness in a competitive market, resulting in 60+ new store rollouts and relocations.

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