

# Customized **MPOS** Implementation for a Leading Indian Retail Store



ATTENTION. ALWAYS.



**aspire**   
SYSTEMS  
*attention. always.*

## THE CUSTOMER

Our client is a leading Indian departmental retail store chain with a focus on fashion. They have over 70 stores in India. They are currently focusing on enhancing customers' in-store experience, taking their Omnichannel strategy to the next level with the launch of multiple digital applications.



## THE CHALLENGE

- ① Minimal checkout registers and delayed billing incompatible with huge footfall.
- ① Difficulties in providing enhanced customer experience and hassle free shopping environment
- ① Lack of a line busting approach to customer flexibility and convenience of checkouts
- ① Enabling store associates with real-time customer information to help assist customers in store and provide better shopping experience
- ① Unavailability of loyalty integration out of the box to help customers avail customer benefits
- ① Limited payment options
- ① Scanning products and swiping credit/debit cards was a challenge as iPad does not have a hardware integrated for such actions
- ① Transactions once started could not be put on hold, in case customer wanted to add a product or two more to his cart. This resulted in loss of cross sell or upsell opportunities

# THE SOLUTION



Helped in implementing the MPOS solution with customized, enhanced features which match business requirement and process flows with the ones in the existing POS system.



Hardware implementation- 'Sled' to support multiple card payment methods and scanning of products



Cross-platform intuitive solution that offers better CX by assisting the customer through the aisle and enhancing cross sell and up sell by cutting down long payment queues.



Reduced billing lines at the checkout for better customer shopping experience

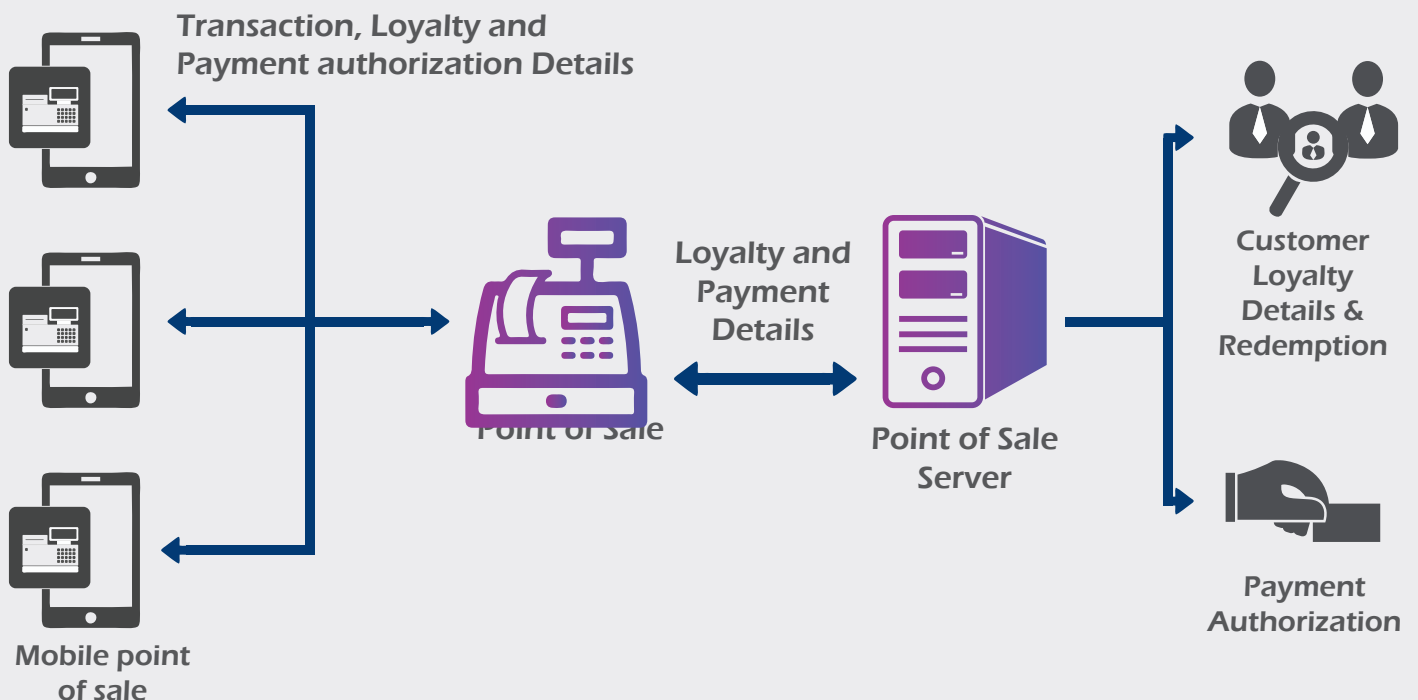


Implemented suspend/retrieve functionality on the MPOS application which integrates with the POS to help customers add more merchandise to the cart while the transaction is on



Retailer's employees buying in the store had a special discount eligibility which was also enabled on the MPOS solution

## SOLUTION ARCHITECTURAL DIAGRAM



## HIGHLIGHTS

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- Implemented MPOS in a record time of 3 months
- Integrated with loyalty and payment gateways and helped in converting shoppers to loyal customers

## BEST PRACTICES

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- Followed oracle unified methodology in implementing the MPOS enhancements.

## BENEFITS

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### Better shopping experience for the customers with:



Previously customers had to wait in long queues to make the payment and post the implementation of MPOS this challenge was addressed as the transaction was concluded in the aisle. The transactions are completed while the customer is still shopping and has selected the last item to buy.

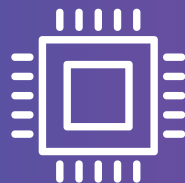
Since the customers do not have to worry about standing in long queues, they can actually spend more time shopping, which leads to increased up-sell and cross-sell.



The solution brought the POS to the customer rather than asking the customer to go to the POS to make the purchase. It saved time and brought convenience to the customer.

## TECHNOLOGY STACK

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- Oracle MPOS (java)

## RESULTS AND ROI

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Freeing up store floor space by eliminating POS which helps in better planning of merchandise arrangement in stores



Excellent customer experience by providing competitive edge with the help of MPOS



Opportunity to increase the cart size of the customer with upsell and cross sell enablement



## FUTURE IMPACT

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Will not have to invest on the POS machines and only need to procure iPads (which are cheaper than a full PC).

Multiple registers in the store will help assist customers better by speeding up transaction time.

Scalability in terms of adding new registers to the store will be easier.

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## ABOUT ASPIRE

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