

How Process Mining Can Help Transform Retail

WHITEPAPER

Executive Summary

Tech Mahindra Process Mining solution for Retail is uniquely equipped to help Retail & E-commerce organizations create the visibility and flexibility they need to succeed in a fast-paced marketplace.

Key Challenges to Solve

The retail landscape, ever-expanding, changing and being shaped by new-age competition defying traditional retail channels and practices and current COVID situation has shaken many retailers. Increasingly, customers expect a personalized shopping experience both online and in-person. Below are some of the major challenges:



Challenges with
on-time order
arrival & delivery



High freight &
logistic cost



Fracture points in
customer journey
leading to impact
on CX



Return rates
remain high
as ever



Forecasting &
planning
inventory
challenges



High cost of
support
functions

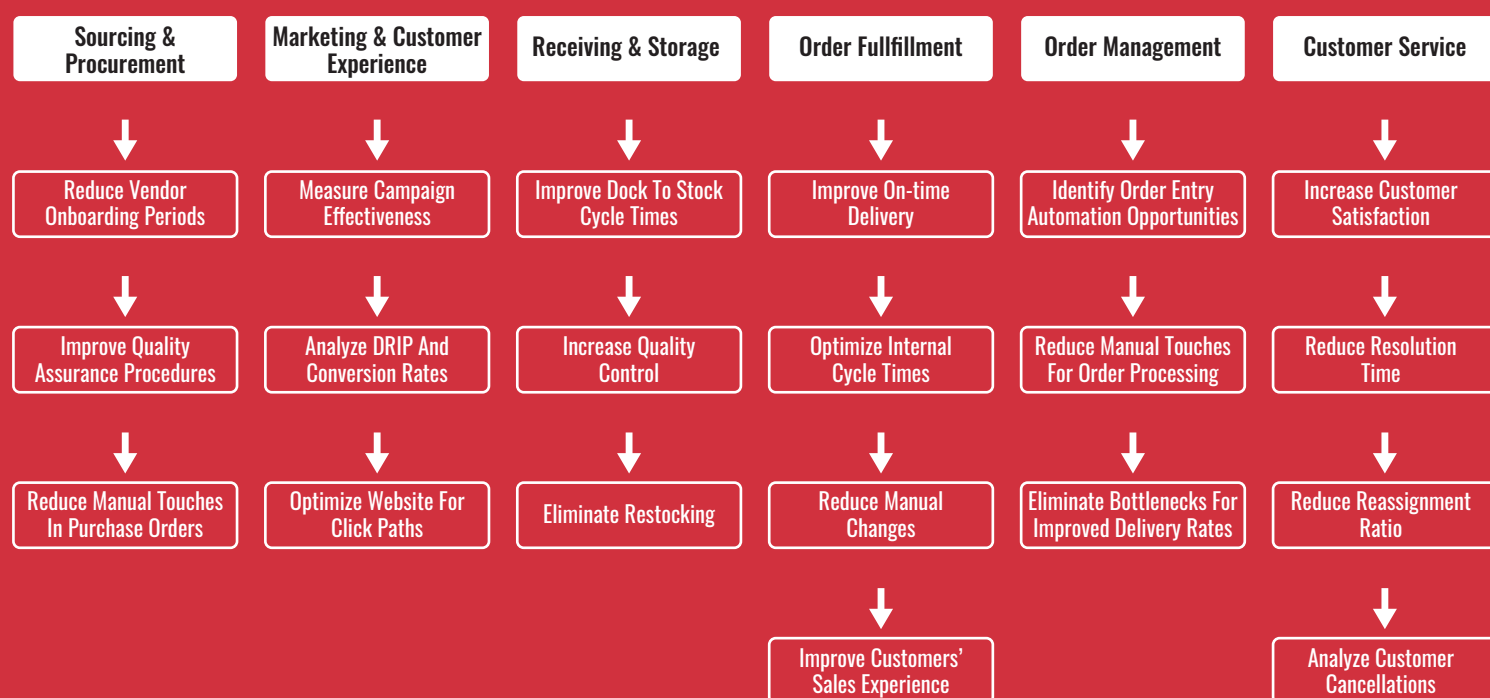
There are infinite possibilities for variables, data and different departments using different systems, which means there is rarely one person or team with oversight of all the steps involved. Therefore, with only a tentative understanding of the range of capabilities, most retailers remain stuck in the sea of data.

Business Insights

TechM solution enabled by Process Mining, has the capability of burrowing into these mountains of data, too vast now for any human effort and discovering patterns invisible to the statistically unaided eye. It offers these retailers the governance, control and visibility required to:

- Quickly recognize the cost and service implications of decisions
- Uncover opportunities
- Set objectives based on full information, not gut feeling
- Transform the businesses

Process Mining led Transformation Use Cases, Improvement Opportunities across Retail, E-commerce Value Chain



How it Works

Our Process Mining technology easily allows retailers to break the process into sub-processes. By doing it, retailers are better equipped to handle the complexity created by multiple departments, thousands of customers and millions of cases. Organizations can easily spot in which part they are losing time, empowering to identify root causes and work on solutions.

Let us understand it through an example - The “Delivery Capability” of a retail organization is defined as the ability to meet customer expectations. You can analyze it by comparing your customers’ requested delivery dates against your capabilities. By doing this, you can review if you are able to meet the market expectations. The delivery performance solution by TechM provides this functionality, in addition to potential adjustments to be more precise.

Through our Retail solution, we have created prediction models by looking at the delivery history. Cases where On Time Delivery is at risk can be detected by using dates and categories such as Confirmed Date, Due Date, Material Type, Production Plant, Country and many more. Furthermore, you can predict future delays using seasonality factors to make decisions on resources and have clearer forecasts.

Similarly, our Process Mining solution can help Retailers to visualize and optimize the throughput time, cancellations, return rates in real time and allow businesses to obtain a holistic view to identify drawbacks and potential problems.

Tech Mahindra Process Mining solution resolves Retail and Internet companies organizational and scalability challenges by:

- Better Demand Management leading to higher fill rates
- Better ROI by carrying the right assortment and balancing the inventory with demand
- Profit maximization by optimizing pricing and promotion strategies
- Optimizing the marketing spends for maximum ATL (Above The Line) and BTL (Below The Line) impact
- Localizing the global retailer's proposition to realize stores of the community
- Improving sales strategy by identifying underline issues with Inventory Management.
- Positive impact to cash conversion lifecycle
- Timely measures to improve inventory turnover, minimize the risk of storing excess goods and increase overall cash flow.
- Identifying and retaining their best customers, and tweaking their overall proposition accordingly

How it Works

To achieve transformation, we are first creating holistic, transparent views of their entire operations - from value chain to operational processes. This leads to:



Positive Impact to all Key KPIs



Glimpse of few Success Stories



Leading Swiss luxury retailer - Retail Process Mining solution has enabled the retailer to bring full visibility into their shipping and E-commerce processes, reduce cancellations by 20% and achieve real performance breakthroughs.

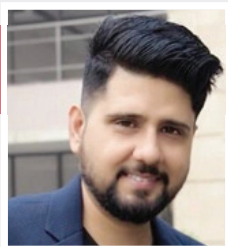


World's Largest Cosmetic - Company - Helped maximize capacity in their **Order-to-Cash** process, increasing their touchless order rate by **800%** by eliminating rework and improving on time deliveries.

To Sum it Up

TechM Process Mining solution makes managing retail business transformation simpler and more effective by enabling full transparency over the processes with one click. It helps Retail & Ecommerce organizations to take control of and standardize the decisions employees and departments make every day, creating a greater customer and user experience.

ABOUT AUTHOR



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PMP Certified Professional with 14+ years of expertise in Customer life-cycle Management through Customer Experience Strategies, Project Management, Consulting, Operations Excellence, Service Delivery, Vendor Management & Process Re-Engineering. Currently working with TechM BPS as Business Consultant and responsible to define transformation strategy, solutions and value proposition for Telecom Vertical. Also responsible for driving automation / RPA capabilities and presales activities.

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