

Case Study

Customer Background

The client is a respected optician family that has crafted for itself a unique and irreplaceable brand image. In the last three decades, they have progressed from a single store to an impressive chain of 51 across 4 cities. This family owned, professionally-managed brand has a vision of combining precision and style by offering the most advanced eye care technology teamed with the latest trends in eyewear.

Business Case

Being in a customer centric retail industry, the client was looking for a cost effective integrated solution for handling billing, inventory, sales and customer service. They were looking for an all- in-one product for managing complex retail business scenarios with minimum staff and maximum efficiency. With no legacy system in place, all operations such as billing, sales, inventory, purchase and delivery across all stores was being handled manually. This manual and inefficient process was hampering the company's expansion plans for opening more stores. The company identified the need for a stable, integrated business solution with skilled professionals to manage the same as the next step for enabling outstanding growth.



Large Chain of Eyewear Solutions Implements LS Retail NAV for Seamless Multi Location Operations

Highlights

Industry: Eye Care Retail
Project Location: India
Engagement Since: 2008

Solution Snapshot:

- Improved Customer Satisfaction leading to Increased Sales
- Simplified Stock Management
- Improved Workforce Management
- Efficient Financial Management

Modules:

- Finance
- Sales
- Inventory
- Purchase
- Marketing

Customer Speak:

"We appreciate and congratulate the team at Godrej Infotech Ltd for their Professional approach in helping our Organization to Implement Microsoft Dynamics ERP Navision. Godrej Infotech Ltd.'s team not only brought in good Product Knowledge, but also helped us implementing Navision by bringing in Industry best practices. We look forward to work with Godrej Infotech Ltd. in many more assignment in future."

- General Manager -IT

Business Solution

The solution offered by GITL co-ordinates all retail processes so as to maximize return on investment. The implementation of LS Retail NAV included:

- Customer service features such as recording customer's prescriptions, lenses and feedback so as to improve loyalty.
- Order to Buy feature for delivering high quality, on time products that have been certified through regular system checks.
- Stock management feature for tracking detailed stock attributes, which helps to control stocks based on location, brand and product.
- Financial management feature for store wise and overall company wise tracking and reporting of transactions.
- Workforce management feature to increase employee efficiency and identify training needs.

Challenges

This engagement posed several challenges, mainly due to the existing manual processes that had to be automated. The team of GITL's consultants worked in partnership with the client's teams to understand, document, gap fit and map the business processes into the LS Retail NAV system. The team had to ensure that all required customer, financial, inventory and purchase data was available in the new system in a consolidated, easy to retrieve format. The geographical distribution of stores posed infrastructure challenges to ensure that the systems were well connected 24*7 in a secure and optimized environment.

Benefits

The company has received several benefits of working with a rich featured business management solution that can meet present and future requirements.

Some of the significant improvements are:

- Increase in inventory efficiency due to real time sales Vs stock comparisons. This ensures that products of the right brands at the right price are stocked at the right stores.
- Customer handling ability of the workforce has improved significantly due to the availability of detailed customer records. As a result order entry time at the POS has reduced.
- Financial information in terms of cash, receivables, payables and on hand inventory is available to management for taking accurate and informed decisions.

Contact Us



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About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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