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Case Study

Customer Background

The client is the first ISO 9001:2008 certified optician in South India. The company finds its place among one of the few elite optical dispensers having the expertise to dispense progressive lenses. The client is strongly passionate about customer satisfaction through constant innovation in dispensing and adaptation of new technologies. The management is committed to provide the best "Value for Money" vision care products and optometric services to their clients.

Business Case

Major business needs of the client were going unaddressed due to the lack of a centralized automated system. Some of the main pain areas were:

• Lack of a centralized master data repository for hospitals, doctors, customers, contacts and prescriptions across multiple stores

• Inability to calculate store wise profitability and pricing

• Lack of centralized purchasing, inventory and accounting

• No provisions for loyalty management and offers

Leading Optician Chain Implements Loyalty Management Across 20 Stores Using LS Retail NAV

Highlights

Industry: Eye Care Retail
Project Location: India
Engagement Since: 2013

Solution Snapshot:
• Flexible POS Solution
• Comprehensive Sales Reports
• Loyalty and Offer Management
• Store wise Profitability
• Centralized Procurement
• Efficient Replenishment System
• Optimized Inventory Levels

Modules:
• Finance
• Inventory
• Purchase
• POS
• Sales
• CRM

Business Solution

The solution proposed by consultants from Godrej Infotech Limited (GITL), was to implement the LS Retail NAV enterprise software with customizations for the Eye Care industry. The features of LS Retail NAV that were designed for the client included:

- Efficient and on time calculation of sales commissions based on multiple criteria
- Set up of different forms of discounts and offers
- Replenishment calculations based on computed average use and real time stock levels
- Enhanced POS functionalities for new orders, returns, cancellations, bill payments and advances
- Efficient order creation by look up of customer, hospital and prescription details
- Set up of dynamic item and store hierarchies
- Automatic barcode creation and tracking

Challenges

The challenges involved in implementing this solution for the client were as follows:

- Separation of key business processes between POS, back office and warehouse
- Integration between store and central system
- Tender reconciliation at each store
- Handling of historical customer data
- Reconciliation of customer sales orders vs. purchase receipts

Benefits

Post implementation of the LS Retail NAV system, the client experienced a multitude of benefits such as:

- Automatic sales order status updates based on status of product delivery
- Availability of real time cash balance at POS and cash ledger
- User wise and voucher wise limits based approval process
- Reconciliation of POS card payment entries with actual receipts at the bank
- Store, region, division, item group, product group reports
- Ability to capture positive and negative stock adjustments
- Reduction in order entry time due to client information look up at POS
- Increase in inventory efficiency due to real time inventory integration with POS

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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