Grid Dynamics Delivers True Omnichannel Grocery Platform

Grid Dynamics

Grocery solution gives customers the flexibility to shop and consume grocery-related content anytime, anywhere on their preferred medium while giving grocers the insight to implement powerful targeted marketing campaigns

Key Challenges

- Consumers' expectations from Grocery are changing as they have gotten used to modern online retail experiences and expect the same level of service for grocery shopping

- Millennials are becoming the major segment of consumers and the traditional marketing and promotion techniques have to change to appeal to them

- Grocery chains have to significantly enhance the customer engagement across channels to remain relevant

Why Grid Dynamics?

- Grid Dynamics offers a truly omnichannel grocery platform that allows customers to shop and consume content anytime, anywhere on their preferred medium – online, mobile or in-store

- The solution includes a set of extensions that implement advanced eCommerce functions and grocery-specific functionality including personalized offers, recipes, shopping lists & more

- Data collected and analyzed from these engagements gives grocers valuable insight into user behavior they can use to drive customer behavior and maximize returns

Online retail for the grocery domain is inevitable, although its consequences, opportunities, and threats still remain largely unrecognized even by big players. Lessons learned from the slow adoption of online retail in the last decade is that late recognition of customer needs and slow rollout of digital strategies represents a huge risk—not only in terms of missed opportunities but also for business survival.

Grocery chains need to build an effective omnichannel grocery platform that allows them to interact with customers through different channels such as web, mobile applications, physical stores, email, call centers, and shopping assistants. Harmonization and consolidation of the services and data behind the scene will help achieve a seamless customer experience across all channels while efficiently integrating third-party services and data providers.

The Grid Dynamics Omnichannel Grocery Platform

The Grid Dynamics Omnichannel Grocery Platform gives customers the flexibility to shop and consume grocery-related content anytime, anywhere on their preferred medium—whether that is in store, on the web or with their mobile devices. At the same time, grocers gain a 360-degree real-time view of customer behavior and product inventory across the supply chain, enabling targeted marketing and personalized promotions that drive customer behavior and maximize returns.

The Grid Dynamics Omnichannel Grocery Platform is made up of several parts:

- SAP hybris commerce platform acts as the business logic engine, providing a web interface for customers and merchandisers while exposing remote endpoints for mobile devices.

- eGrocery Extensions is a set of extensions for the SAP hybris platform that implements advanced eCommerce functions and grocery-specific functionality. It enables online ordering and the ability to create reviews, browse nutritional information, manage recipes and shopping lists, create custom orders, review spending habits, and manage loyalty programs. On the back-end, data collected and analyzed from these engagements gives grocers valuable insight into user behavior they can use to cross- and up- sell, create custom promotions, implement variable pricing, enhance product search, and better manage inventory systems in real-time.

- Personalization Database stores personalized content such as targeted offers and promotions while Grid Dynamics Search, a Solr-based solution, provides more intuitive and precise search results.

- eGrocery Mobile Application takes advantage of a mobile form factor to provide similar functionality as the website but includes enhancements like barcode scanning. Customers can access shopping lists, recipes, and product data while browsing in-store.

- SAP hybris Product Content Management stores catalog data and is enhanced with ability to manage recipes, grocery-specific product attributes, and store level prices.

- Agile Software Factory (ASF), the foundation for an efficient, scalable, and reliable development and release process, helps grocers deploy new software and updates with the agility required to meet an increasingly competitive landscape. By modeling processes after a conveyor belt or pipeline, ASF gives structure to your software development process. This allows your engineering teams to focus on implementing functionality instead of fighting with operational issues.

Conclusion

Online shopping for groceries is a foregone conclusion—consumers are requesting the service, and upstart competitors are readying their own platforms. Grocers need to act now to develop a true omnichannel strategy for rolling out their services. The Grid Dynamics Omnichannel Grocery Platform enables customers to shop and consume grocery-related content anytime, anywhere on their preferred medium. Grid Dynamics's multi-faceted approach will build customer loyalty, boast the effectiveness of marketing and promotions, streamline operations, and, ultimately, increase revenue.

Visit GridDynamics.com/solutions/omnichannel-grocery-platform for more information.

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