

Revolutionizing Retail: The Power of 6DX in HomeTown's Tech Transformation



The Challenge

HomeTown had previously operated on an on-premises legacy system that lacked the capacity for extensive upgrades, which limited their overall ability to keep pace with technological advancements.

The key challenges faced by HomeTown with their previous antiquated technology were;



The limited integration capabilities with third-party technology systems hindered their ability to adapt and take advantage of technological upgrades.



The usage of an on-premises server resulted in increased cost and dependency complexities for their business.



The user interface posed a significant challenge, as it was complex and required a substantial amount of time to navigate. This, in turn, hampered productivity and led to increased time consumption for basic operations.



The management of freebies, return / exchange, and discount wallets were another set of notable obstacles with their previous system, exerting an impact on their day-to-day business operations, ultimately affecting their customer experience.

About HomeTown

HomeTown, a part of Praxis Home Retail Limited, has been a leading provider of stylish and innovative designs for Indian homes since 2006. It is a brand driven by a deep passion for design and quality. The brand's ability to create exquisite homes and enhance the lives of their customers has garnered significant trust and numerous opportunities in the market.

HomeTown provides a diverse range of products that cater to both functionality and style. Their offerings encompass an extensive array of furniture, homeware, decor, and furnishings. In addition, they specialize in modular kitchen installations, offering a comprehensive selection of kitchenware and bathroom accessories, as well as design and build consultation services. HomeTown has experienced significant growth since 2006, expanding to an impressive 44 stores in 28 different cities.



Additional challenges that were encountered included managing multiple billing and shipping addresses, navigating iGST taxation requirements, as well as implementing promotional campaigns, among others.

The Solution

HomeTown chose 6DX over other solutions because of the technology's depth of integrations, best-in-class user interface along with cloud-native API-first architecture which supports seamless integration with any third-party ecosystem.

The 6DX architecture, enabled by MACH (Microservices, API-First, Cloud-Native, and Headless), allows for seamless integration with any technology environment. Whether it's ERP, payment gateways, or peripheral integrations, 6DX was successfully integrated with HomeTown's existing ecosystem without causing any disruptions.

HomeTown greatly benefited from the introduction of 6DX's integrated CRM, which proved to be a game changer. Prior to its implementation, HomeTown lacked a dedicated system for customer relationship management. The adoption of 6DX allowed them to establish a robust data-driven customer management system, enabling effective loyalty programs. As a result, their communication and relationship with customers were significantly improved.

HomeTown has greatly transformed its day-to-day retail operations with 6DX's wide range of features;

- 6DX's Product Evaluation support has significantly streamlined their operations pertaining to the exchange of items, issuance, and redemption of discount wallets.

- Simplified and effective process to manage and distribute freebies to customers was established by 6DX, which helped enhance brand loyalty and drive customer engagements
- The benefits of Order Advance, Amendment and Delivery Schedule features in 6DX have significantly enhanced HomeTown's order and delivery management capabilities. These specific features have proven to be highly effective in streamlining the process and ensuring efficient operations.

Ultimately, by deploying 6DX, HomeTown successfully advanced their retail technology, enabling them to execute intricate operations with ease and efficiency. From personalized customer experiences to seamless integrations, effective operations, and data-driven decision making, HomeTown has achieved significant improvements across various aspects of their retail business.

Highlights of the Solution:

- Successful implementation across 35 stores in India
- Seamless integrations with ERP: SAP S/4HANA
- Data-driven insights & loyalty programs for personalized customer experience
- Complete cloud-hosted environment for lower TCO
- Minimized training time and increased productivity levels
- Streamlined operations for smooth exchanges and instant discounts
- Simplified and effective process for freebie distribution



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