



6DX Enhances Customer Centric Retail Experience for **Simpli Namdhari's**





The Challenge


Simpli Namdhari's was previously running on an on-premises POS system that had limited capabilities for advancements and integrations. The key challenges encountered by them included;


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Limitations in terms of accessibility and scalability due to the **absence of a fully cloud-native POS environment**.
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Lack of a Single Source of Truth (SSOT) for customer data and analytics greatly hindered their promotional efforts.
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Limitations placed on the integration of **alternative payment gateways had a significant impact on customer experience**.
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Issues with data synchronization from POS to ERP **disrupted workflow efficiency and data accuracy**.
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Issues with data reconciliation and **mismatch on a recurring basis**.
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Inadequate **technical support**.

About Simpli Namdhari's

Simpli Namdhari's, a subsidiary of The Namdhari's Group, provides the people of Bengaluru with exceptional grocery shopping experiences that prioritizes both environmental sustainability and customer satisfaction.

Established in 2001, Simpli Namdhari's focuses on fair trade and sustainable living by offering a range of products, from fresh, organic, and pesticide-free fruits and vegetables grown in their Bidadi farm in Karnataka to the finest staples, grocery items, and household brands sourced globally.

They are currently operating 30+ stores across Bengaluru, serving a loyal customer base for more than 2 decades.



Simpli Namdhari's outlined their requirements which emphasized the need to upgrade to a next generation cloud hosted POS system that is capable of providing a wide range of features to enhance the overall customer experience while seamlessly integrating with their existing technology ecosystem.

This meant the solution would have to provide a comprehensive cloud-native technology with integrated CRM that leverages data and analytics for better understanding of the customer. All in all, establishing consistent and high quality customer experience was the absolute need.

The Solution

Simpli Namdhari's chose 6DX POS over other solutions because of the technology's depth of integrations, cloud-native API-first architecture and integrated CRM capabilities.

6DX's fully cloud-hosted environment enabled Namdhari's to centralize their data from all their store locations and access it from anywhere, at any time. Whether it's tracking sales figures, or monitoring inventory levels, Namdhari's got remote access to it all, enhancing productivity and responsiveness. Moreover, the cloud-hosted environment allowed Namdhari's to eliminate the need for costly hardware infrastructures. Instead, all their applications and data are securely hosted on 6DX's servers, providing seamless scalability.

The 6DX architecture, enabled by MACH (Microservices, API-First, Cloud-Native, and Headless), fits into any environment without disrupting the existing technology ecosystem. It was successfully integrated with Namdhari's current ERP system - SAP S/4HANA, facilitating seamless data sharing and synchronization across their various systems. As a result of this integration, Namdhari's

experienced significant enhancements in data accuracy and workflow efficiency, highly optimizing their operational processes.

Namdhari's customer-centric efforts were strengthened through the utilization of 6DX's integrated CRM capabilities. By leveraging 6DX's extensive data and insights into their customers' journeys, they were able to craft and execute impactful strategies to enhance customer relationships.

Simpli Namdhari's effectively harnessed the benefits of 6DX to create customer-centric retail experiences. Through seamless integrations, improved operational efficiency, and enhanced customer experiences, the retail chain witnessed a substantial transformation across various aspects of their business.

Highlights of the Solution:



Successful implementation across 30+ stores



API-based integration with SAP S/4HANA for real-time data and inventory visibility for operational efficiency



Seamless integrations with a variety of payment gateway applications



Complete cloud-native environment for lower TCO



Loyalty programmes for increased customer engagement and retention



CRM leveraged data-driven insights and analytics for effective marketing strategies



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