

Boosting Efficiency and Engagement: Greensmart's Powerful Transformation with 6DX



The Challenge

Greensmart had previously relied on an on-premises point-of-sale (POS) system for their all retail stores. This legacy technology caused difficulties in operational efficiency, new-age technological advancements, and third-party integrations. The key challenges encountered by Greensmart include;



Limited integration capabilities with **third-party applications hindered technological upgrades for the business**



Inefficiency of the legacy POS software limited the scope to scale up with new **store locations, additional checkout points and tablet-based POS capabilities**



Inaccurate representation of data and **resources caused disruptions in daily business operations**



Limited promotional features affected overall marketing efforts and **hindered the influence the brand could have on its potential and current customer base**

About Greensmart

Greensmart, the leading retail giant in Surabaya, Indonesia, has solidified its position as the go-to destination for all shopping needs. With a network of 15+ stores spread across the country, Greensmart continues to provide customers with an extensive selection of household essentials and much more. From top-notch kitchen necessities to a diverse range of household products, Greensmart is committed to delivering high-quality goods at affordable prices. With its expansive reach and unwavering commitment to customer satisfaction, Greensmart is a household name in Indonesia's retail industry.



The Solution

Greensmart adopted 6DX as their in-store retail technology because of the comprehensive suite of solutions it provides;

- **Advanced POS with built-in CRM**
- **Multi-tiered loyalty programmes**
- **Robust promotion engine**
- **New-age hyper scalar technology**

The cloud-hosted API-first architecture of 6DX enabled seamless integration with all third-party systems such as ERP, peripherals and accounting software, creating a harmonized flow of data across all systems and stores.

With the integrated CRM capabilities of 6DX, Greensmart gained access to extensive customer data analytics, enabling them to make data-driven decisions and tailor their marketing strategies accordingly, ensuring higher customer engagement. Utilizing 6DX's robust promotion engine, Greensmart created personalized offers, discounts, and vouchers to provide compelling customer experiences that fostered loyalty.

The adoption of 6DX proved to be a game-changer for Greensmart, enabling them to boost efficiency and engagement across their retail operations. The seamless integration, centralized data management and personalized promotions provided by 6DX delivered a compelling customer experience, ultimately leading to increased customer satisfaction and loyalty.

Highlights of the Solution:

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Successful implementation across 15+ stores in Indonesia
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API-based integrations with third-party systems for real-time data and inventory visibility
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Seamless integrations with ERP, payment gateways, accounting softwares and more
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Complete cloud-native environment for lower TCO
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Robust promotion engine for attribute-based targeting
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Loyalty programmes for increased customer engagement and retention
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CRM leveraged actionable data and insights for effective marketing strategies