

Engage247

Empowering Store - Managers

Assortment Amplification

Localized assortment by collaborating with store managers, department managers & sales associates on floor.

The Client



The largest all-format, multi-channel retailer in India.



8000+
stores



52 Mio
Customers



26 Mio
SKUs



5+ Billion
Revenue

The Scenario

The customer, being a mass retailer & having large foot print, wanted to get insights on the assortment & range of their fashion vertical from the store managers & sales associates on the floor. Intent here was to capture the feedback from the consumers lens via people who are interacting with them day in & day out.

The Challenge

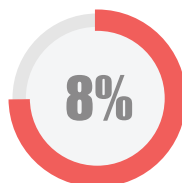
- Distribute digitized catalog to a considerably large group of users.
- Get their feedbacks in a standard format which can be consumed for analytics for better and localized assortment.

The Solution

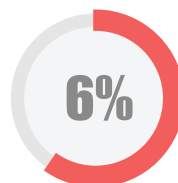
Manthan Engage 247, helped the retailer to share the digitized catalog with Store Managers, Department Managers and Sales Associate before the season launch, to gather all the feedbacks about style, sizes, colors etc. Engage247 also enabled them to analyze these feedbacks to come up with store level localized assortment.

The Results

The client saw a marked improvement in the process with insights from Engage247. Considerable increase in reach and sales was recorded. The digitized catalogue turned out to be a breakthrough, as store managers and associates could collate data as per set parameters and assortments.



Increase in full-price sell-through.



Reduction in mark-down.



Reduction in Attrition rate of sales associates, because of making them part of the decision making process.