Price control for a large retailer: case study

A Price Comparison Solution (SaaS) for all retailers

CLIENT's PROFILE and CONTEXT

A billion-dollar leading electronics retailer serving millions of customers predominantly through their 100+ aesthetically designed showrooms. The roadmap of the company is to grow their insignificant share of online business from marketplaces like Amazon, Flipkart etc.

In order to scale the marketplace business, they need the right technology and the right strategic IT partner to implement the same.

Key metrics

Aligned to the client's needs, especially for their category managers who were responsible for P&L.

1500+
Listed Products were tracked

500+
Unlisted Products were tracked

100%
Price tracking in real-time

DHI MAAS
RETAIL MODULE

experts@maaserp.com

www.maaserp.com

India | UK | Middle East

CHALLENGES

Being one of the largest retailers, one of their priorities was to grow their marketplace business. Lack of real-time visibility across e-comm platforms hindered the client to offer the best value to their customers (best price).

SOLUTION(S)

MAAS Retail module "Price Comparison and Competition Intelligence" was implemented and integrated with their marketplace platforms with an auto refresh feature. This module is also implemented to other systems that are Inventory Management, Order fulfilment, Finance & Accounting for the automation of their back-office operations.

With this module and end-to-end integrations, the client was able to benchmark their prices against online prices and make informed decisions.

SaaS-based solution

Real-time price comparison

1 week of implementation time

BENEFITS

1

Business Impact

The marketplace business grew by 25% post-implementation and is still growing.

2

Dynamic Pricing and Quick Decision Making

The client's product/category managers have been empowered to take instant decisions and a dynamic pricing strategy has helped them to outperform the competition.

3

Reduced Manpower Cost, Higher Productivity & Reporting

Reduce administrative manpower costs by 20% and save time up to 25% through automation and integrations.

Improved productivity by effectively handling peak volumes during promotional sales.

Key stakeholders get instant reports on sales, inventory, P&L etc. and give price change approvals on the go anywhere, anytime on Mobile / Web.

Note: Price Comparison Solution is available for all retailers (with/without e-Comm presence)