

# Client Experience

## Oxford Bookstore

# Same book, many shelves for Oxford Bookstore

### The Business

**Profile:** 80 year old book retailer with offline and online presence; usual choice of literati

**Product range:** Fine mix of popular books and rare ones, in the ambience of a coffee shop

**Operations:** Outlets in most metro cities

### Situation

#### Business issues

- **Loyalty management:** Loyalty program was limited to redeeming points at stores
- **Supply chain:** Goal to reduce shipping time by 50%
- **Demand:** Dynamic store arrangement to promote seasonal topics

#### IT roots

- Absence of the loyalty processing gateway
- Online store and offline store used different applications connected by day end process
- Books database in stores inventory had little information of seasonal and topic trends

### The IT as a Service way

#### Changing loyalty system into a merchandize

While the loyalty points systems allowed customers to redeem points to buy books, its true potential lies in making points work like currency just as some airlines have done.

We rolled out Gems – a loyalty points gateway that helped broadened the customer base of Oxford Bookstore. Many organizations rewarded employees with Oxford Gems that would then get redeemed with books sold at Oxfordbookstore.com. The online store then would deliver books through supply chain packing and shipping in hours.

Unlike many popular online sellers, Oxford Bookstore's online channel was built as an extension of its physical stores with a conscious strategy to provide its online customers the same flavor of collection. In retail, this is called as Multi-Channeling.

This meant that the supply chain driving the bookstores would be the same as the online shop. The stores inventory manager had to plan the store in a way to ensure that demand from both the channels was met. The iON Store Inventory Management, designed for multi-channeling, provided a solution for this requirement of Oxford book stores.

Oxford bookstore could see the benefit. For instance, a book lying on the shelf for several days was one day actually sold online!

### To summarize

- IT was availed of as business service – Loyalty gateway
- The loyalty solution helped in synergies across many firms
- Retail software was inherently multi-channel
- Supply chain got simple with one piece IT

### Relevant part of the software

#### Retail

- Store inventory management
- Point of Sale (PoS)
- Warehouse management
- Multi-channel

#### Reward and recognition system

#### Online presence

#### Shopping Cart with payment gateway

#### Procurement

*Bottom line: New business mode, to integrate offline and online stores.*

*"TCS is not our implementation partner but our business partner. TCS solution helps us providing a unique integrated online-offline retail solution to our customers".*

**Subhasish Saha**  
Chief Technology Officer,  
Apeejay Surrendra Group



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