

## IN BRIEF

### Company

Virgin Mobile KSA

### Industry

Telecommunications

### Business Challenges

- Existing system did not have a promotion engine for executing marketing and sales campaigns
- The Retailer's legacy system did not provide visibility of merchandise across the retail chain
- Delayed check-outs due to outdated POS system
- Retailer was unable to sell combination offers, run promotions or reach out to customers

### Solution & Services

iVend Retail Integrated with SAP IS Retail

### Benefits

- Intuitive point of sale interface helped in faster check-outs
- Comprehensive merchandise visibility across the retail chain at all times
- Improved decision-making process for effective retail management
- Better understanding of customer buying preferences
- Efficient accounting and financial reporting

### Country

Saudi Arabia



*With iVend Retail's intuitive Point of Sale interface, Virgin Mobile retail customers experience faster check-outs. With in-built promotions setup engine, the retailer can execute marketing and sales campaigns within iVend Retail*



# Customer Case Study



*"We were looking for a retail system with end-to-end management capabilities to efficiently run our store operations. iVend Retail addressed our needs perfectly. The Promotions set-up in iVend Retail is exactly what Virgin Mobile Store needs. Now, all retail processes in our stores are integrated seamlessly."*

*- Russel Bacha*

## Company Profile

Virgin Mobile store is a global leader in Mobile services with a store network spread throughout the Middle East. Since its establishment in the UAE in 2000, Virgin Mobile store's set an unbounded target of expanding its Middle East territories with their post paid and prepaid mobile services to fulfil to growing trends that are eminent for the region. Virgin Mobile is a customer service oriented company with an inspired goal — to make customers happy, one phone and plan at a time.

## Business Challenge

Virgin Mobile, as a part of the Virgin Megastore, needed to upgrade to a seamlessly integrated retail management solution. The legacy system they were using was unable to accommodate their aggressive growth plans. In addition, the earlier retail system used keyboards for check-out, which led to delayed check-outs, long queues and dissatisfied customers. Enhancing customer experience was one of the major challenges that the retailer was looking to resolve.

Another challenge that Virgin Mobile's management had was lack of data synchronisation between outlets. Due to their growth over time, the store's legacy retail application was not able to provide the much needed visibility into merchandise across the retail chain.

Virgin started looking for a solution to resolve these challenges keeping scalability and customer engagement as their top priorities.

## The Solution

iVend Retail integrated with SAP IS Retail has been able to solve retailers' business challenges in as a unified solution that leverages all retail touch-points. iVend Retail integrated with SAP IS Retail helped Virgin Mobile Store integrate their in-store retail operations with the back-end ERP. After the implementation of iVend Retail, the Virgin Mobile Store has experienced a perceptible rise in operational efficiency. The retail stores are able to configure new promotions, create new pricing strategies and access accurate merchandise with iVend Retail's Promotion Engine. iVend Retail integrated with SAP IS Retail has given them the ability to match their growth plans while keeping customers engaged.

In addition, the Virgin Mobile distribution centers and stores are connected to the same back-end ERP now. iVend Retail's failsafe integrated with SAP IS Retail keeps the Head Office always connected to the store operations. Virgin Mobile has observed a significant improvement in check-out time, promotions outreach and customer service with iVend Retail. iVend Retail integrated with SAP IS Retail also helps Virgin mobile extend enhanced customer experience.

## Business Benefits

Virgin Megastore was using a home grown retail management system with a dated architecture that lacked promotions engine. iVend Retail improved the retail business operations significantly because of its modern architecture. iVend Retail's promotion engine helped the retailer execute marketing and sales campaigns. Other major benefits as seen by the management after adopting iVend Retail integrated with SAP IS Retail solution include -

- ⇒ iVend Retail's smooth and intuitive interface helped the retail chain improve their check-out rate and enhance customer satisfaction
- ⇒ Virgin Mobile stores can use the store credit functionality with iVend Retail
- ⇒ iVend Retail enabled accurate replication of information across the retail chain



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