

**TRANSFORM EXPERIENCE.  
TRANSFORM BUSINESS.**

## **SPAR Hypermarket Hybris B2C Journey**

Brick and Mortar to Omni-channel Transformation

The SPAR logo consists of the word "SPAR" in white, bold, sans-serif capital letters on a red rectangular background. To the right of the text is a green circular icon containing a white silhouette of a tree.

“

Thanks to the entire HCL team to make this happen. The unique thing about this project was the feeling that one got, it was never a Technology project but a Business project. And we all worked as One team to achieve this. This would not have been possible without the support of all the HCL members listed and their contribution towards this journey.

**Sunil Nair, Sr. VP - Technology & Biz. Solutions**  
SPAR Hypermarket

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# About SPAR

# SPAR



one of the world's largest food store chains

REV: **€33B**



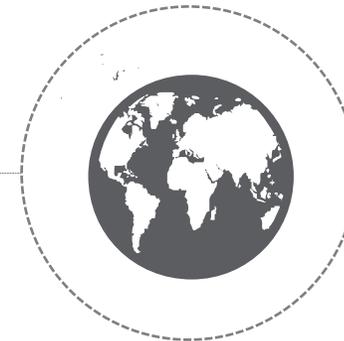
**337,000**  
Employees



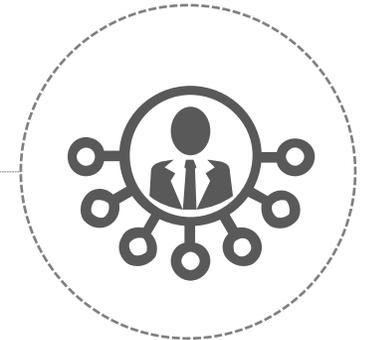
**12,176**  
SPAR Stores



**42**  
Countries



**13M**  
Daily Store  
Customers



# SPAR Store Formats

SPAR operates a multi-format retail strategy with four distinct formats: SPAR, SPAR Express, EUROSPAR and INTERSPAR, each tailored to meet specific customer needs and markets. The diverse solutions range from convenience stores to large hypermarkets.

SPAR Express



SPAR



EUROSPAR



INTERSPAR



# Transformation Objectives

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01

Loyal customers spend 40-60% grocery budget with SPAR

02

To grow wallet share by extending to web and mobile

03

Needed to implement scalable solution to deliver the customer experience

04

Selected SAP Hybris CEC B2C and HCL as Transformation Partners

05

Targeted SPAR Hypermarket in India

# Key Business Functions

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# Priya

BANKING PROFESSIONAL

ORGANISED | MULTI-TASKER | TECH-SAVVY | SMART SHOPPER



32 YEARS



MARRIED (2 KIDS)



PUNE

## FRUSTRATIONS

- Lack of time
- Unpredictable office schedule and work load
- Issues with product quality take too much time to resolve
- Long lines at the store after a long day at work
- Difficult to manage kids at the store while shopping

## MOTIVATIONS



## GOALS

Effective utilization of time

“ My shopping time is limited so I try to get everything I need as quick as possible.

Easy returns and payments

“ Sometimes after I reach home, I notice the quality is not as good as it looked in the store. I don't have enough time to go back and return the items.

Ensure the highest quality products and services for the best price

“ My shopping time is limited so I try to get everything I need as quick as possible.



## USER EXPERIENCE GOALS



Ease of Navigation



Quick Results



Accessibility



Simple Design



Easy to Understand

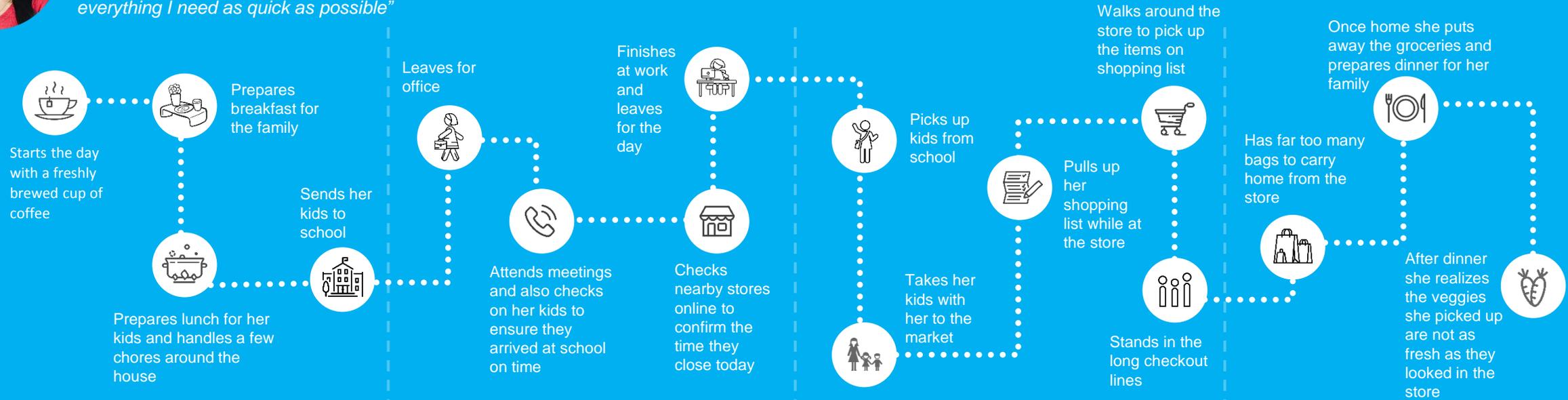


# PRIYA

Female | 32 Years | Banking Professional  
"My shopping time is limited so I try to get everything I need as quick as possible"

# PRE- HYBRIS JOURNEY MAP

## TASKS



## GETTING STARTED FOR THE DAY

## BUSY OFFICE SCHEDULE

## DELIVERY

## POST DELIVERY

## THINK & FEEL

"We are running low on a few things so I need to get groceries today"

"I need to leave work early to make it to the market before it closes"

"I hope I can finish on time today"

"There are so many customers in the bank today. I may not be able to leave early"

"It's been a really hectic day and there is still so much more to do before dinner"

"I love the variety of products in this store and all of the deals and offers I'm finding"

"These heavy bags and my kids are making the trip home so difficult"

"I checked these in the store. How did they spoil so fast?"

"I don't have everything I need to make dinner tonight. I will have to go now. I'm already late"

"I hate long lines. My kids are getting antsy too"

"I wish there was an easier way to return the veggies"

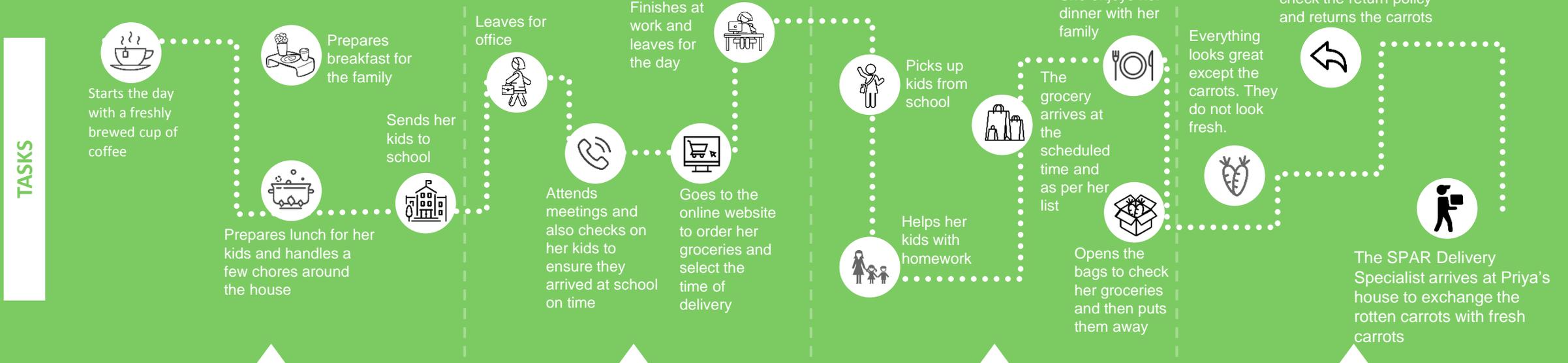




# PRIYA

Female | 32 Years | Banking Professional  
"My shopping time is limited so I try to get everything I need as quick as possible"

# POST HYBRIS JOURNEY MAP



**GETTING STARTED FOR THE DAY** | **BUSY OFFICE SCHEDULE** | **STORE PURCHASE** | **POST PURCHASE**



**HCL INNOVATION**  
Hybris CEC for B2C Transformation | Managed Services offering on Public Cloud (Azure) | Transformation from Brick & Mortar Grocery chain to Digital Enterprise | Inventory picked from physical stores, scheduling delivery slots, return management | Payment Gateway, Address Verification Service, Rating & Reviews, Tax and shipping Services

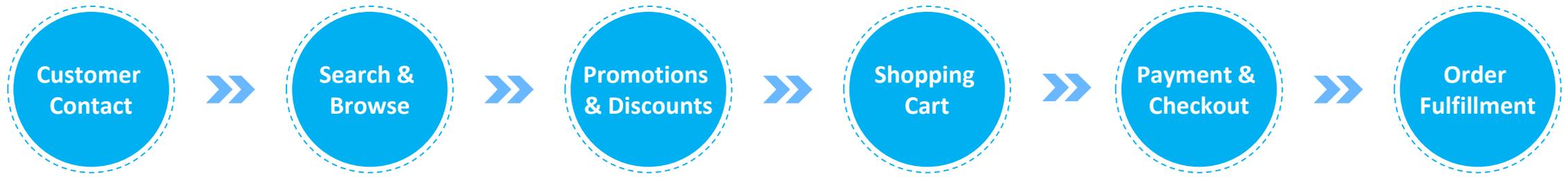


# Implementation Scope

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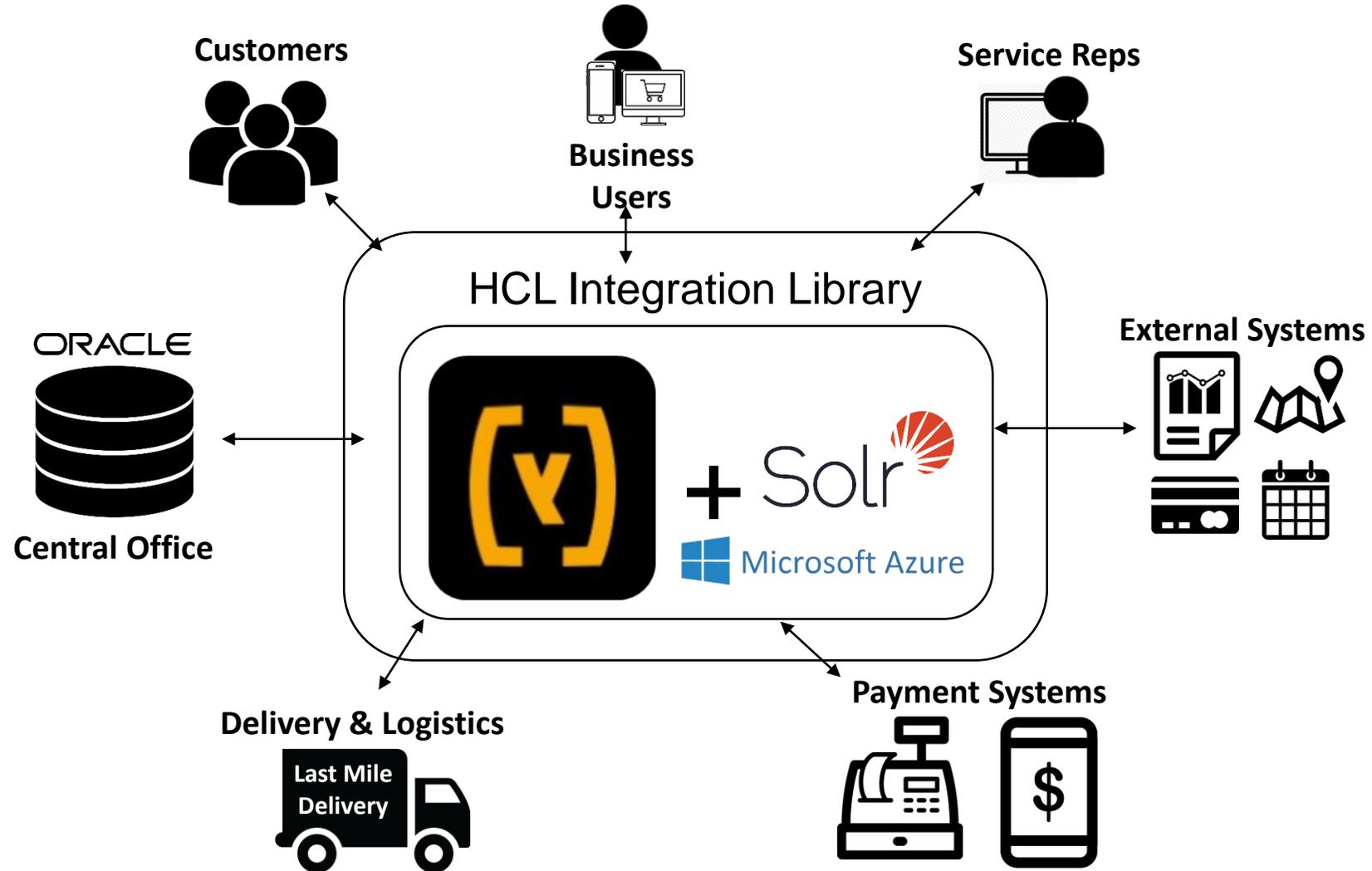
## Process Scope



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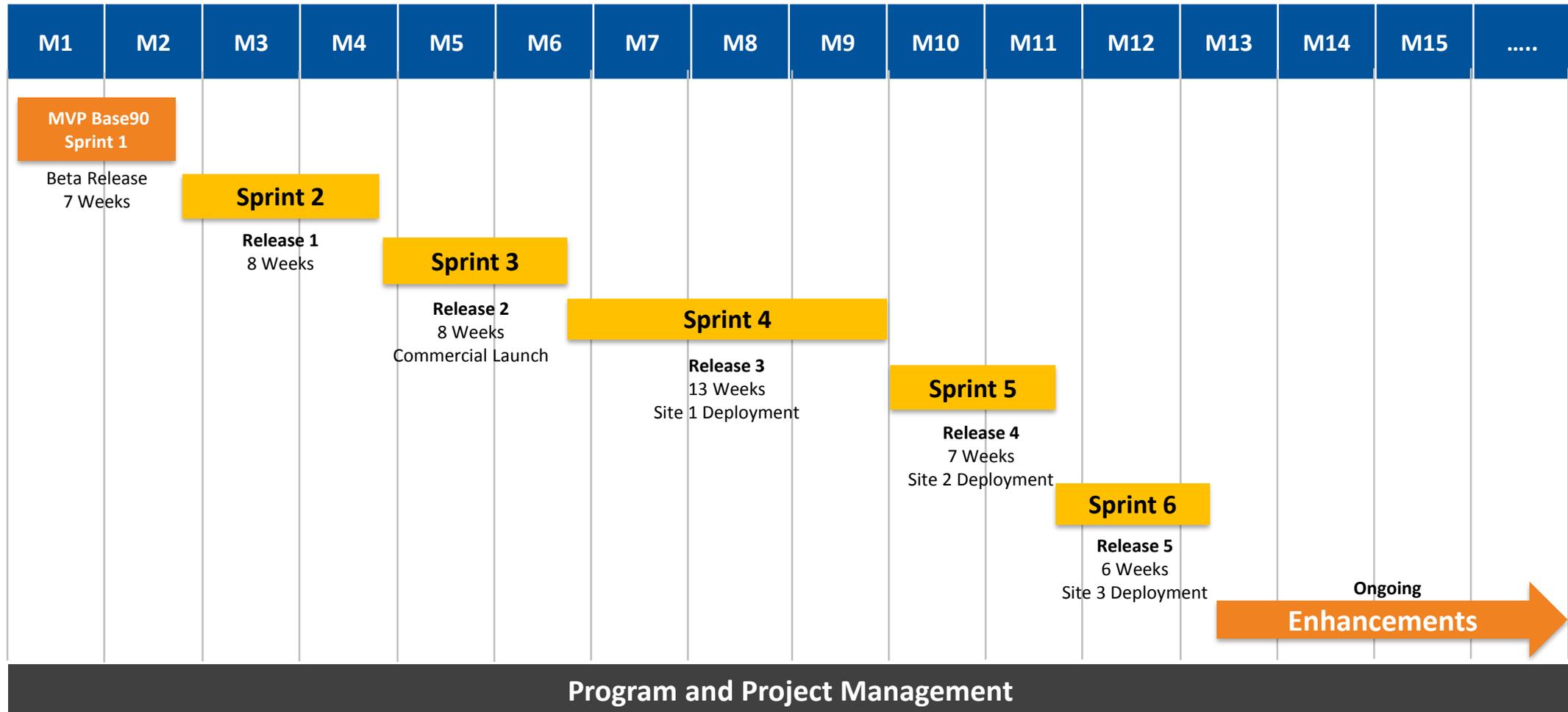
## SAP Hybris Functionality Scope

# HCL Proprietary Commerce Cloud System



# Project Timeline

HCL and SPAR used a Hybrid Agile deployment strategy to provide new functionality to customers on an incremental cycle of 6 Sprints. Enhancement work is ongoing.



# Business Impacts

SPAR



- ▶ New revenue channels through web store and mobile apps
- ▶ Optimized utilization of store inventory and infrastructure for better customer service and fulfilment
- ▶ Improved store operations with simplified pick pack and ship process
- ▶ Avoid order and collection leakage with proper reconciliation functions
- ▶ Omni-channel experience for customers with seamless transition between store and web for loyalty programs, promotions, and discounts



Transform Experience. Transform Business. Repeat.