



Custom POS and Sales Associate APP for an easy checkout at the store integrated with the Warehouse Management System to enhance the overall customer experience and customer loyalty.

As a leading consumer electronics retailer in India, Surya continues to set a very high focus on customer experience and customer retention. They have 10 stores in India with an E-Commerce store recently opened to cater to online customers. While interviewing the owners initially, we realized that sales have been increasing for Surya. However, they had all the operations managed manually. The Store billing was managed on Tally. They didn't have any view of the inventory data. The warehouse was not connected to the store and all this lead to Customer dissatisfaction.

After deploying our POS, Sales App and Warehouse Management, sales rep on the floor can add prospect information directly into CRM, add the products to cart and check out the customer directly from the phone or iPad. Once the sale is completed, the sales transactions details are sent to the Warehouse team in real time for the timely delivery. This has helped Surya to deliver all the product on time every time. Sales information is also sent to Tally ERP in real-time. All the retail stores are connected in real time. The sales team can access inventory in all the stores and warehouse and can process the order based on the inventory available. This has helped them increase sales conversion by 50%

Are you also looking to enhance your store experience?



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