

Kiosk Applications for a Retail Industry.

Company	Top US Retail Client
Industry	Retail
Country	USA
Solution	J2EE and Mobile Devices
Technologies	J2EE, JBOSS, Webservices, Android, Windows, Apple IOS
Duration	2 Years

Business Overview

Our Client is a leading integrated retailer focused on seamlessly connecting the digital and physical shopping experiences to serve their members - wherever, whenever and however they want to shop. Our Customer is home to Shop Your Way®, a social shopping platform offering members rewards for shopping at our client retail as well as with other retail partners across categories important to them.

The company is the nation's largest provider of home services, with more than 14 million service and installation calls made annually.

Project Overview

Our client is a mobile application geared towards mobile users and our client stores. Client serves as a replacement to existing associates in their stores. Customers can walk inside a store, go to any existing kiosk, scan the product that they intend to purchase, and do a one stop checkout.

- Reduce Customer to associate interaction, faster checkout process.
- Immediate price verification, match and apply discounts. Manage member points and provide a platform where members can redeem the points in currency to buy products.
- Purchase protection plans for product.
- Touch screen kiosk Applications through android and windows platforms, provide associate with Apple ios tablets to assist customers.

Key Challenges

Cillium, Worked through a difficult a variety of challenges and having a tremendous J2EE and Enterprise application development expertise, was able to address some of the following challenges in assisting the client.

- Developing an array of applications for different mobile platforms.
- Provide a uniform application/customer experience through different kiosks, such as Windows tablets, Android Kiosks and IOS Tablets.

Provide a Single code base for the client where changes can be done once and can be run on varieties of platforms.

- Integrate with legacy main frame data services center where Billions of sales records are stored.
- Provide a services architecture layer where in several other clients within the organization can interact with the SAL and create new clients.

Solution

Cillium provided a detailed assessment of existing systems and Provided a 2 phase solution

(A) Creating a SAL (Service Architecture Layer)

(B) Create Clients for a variety of mobile devices

Cillium leveraged the client's existing methodologies in J2EE, and created SAL Layer using Webservices to achieve first phase. Once the SAL Layer was stabilized, in phase 2, Cillium developed mobile clients which interacts with SAL Layer.

Benefits Attained

The solution has been successfully rolled out in multiple phases. It was one of the most successfully and widely applauded solution throughout the company.

Client reported the following benefits attained through the projects:

- High Cost Reductions.
- Human interact, Customer to Associate interaction with in the store reduced by 40% and thus increasing the productivity of associates in selling products efficiently to certain customers.
- Higher sales are reported as customers who are unsure of buying certain products are happy to use kiosks to get the information quickly and readily purchase the Item within minutes.
- New Shop Your Way Member registration increased by 20% through the application, which in turn resulted in repeated customer shopping experience.