



EFFORTLESS CUSTOMER INTERACTION IN A HIGH FOOTFALL ENVIRONMENT



A globally recognized duty-free retailer transformed its operational processes, improving its readiness to handle the forecasted footfall growth, using Sonata's future-ready, custom-built solution.



From Sonata Software, **the Platformation™ Company**

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Enhanced customer experience and warehouse processes with Sonata's retail solution

90+
STORES

20000+
TRANSACTIONS
PER DAY

100000+
SKUs

CONTEXT AND NEEDS

The client is a retail subsidiary of a middle-eastern airline offering duty free merchandise. They serve more than 20,000 customers every day across 90+ stores consisting of boutiques, cafes, and restaurants

The client experienced multi-front operational difficulties like longer check out times, pilferage of stocks, delay in promotion launches, and inability to support redemption of frequent flier miles and employee discounts. Given these challenges, they were under-prepared to handle higher footfall forecasted for the coming years.

SONATA SOLUTIONS

Sonata implemented a new, comprehensive retail solution covering finance, procurement, inventory and bank management. This solution provided enhanced capabilities like::

- Multi-currency billing and automatic boarding pass scanning across 350+ modern POS terminals
- Redemption of loyalty points during check-out with custom solution
- Merchandise tracking with advanced warehouse management
- Employee discount redemption through integration with HRMS
- 52 pre-configured promotion templates with an advanced promotion engine
- Store level sales & inventory visibility through customized performance reports

With the new solution, the retailer was able to deliver seamless **in-time service** to travelers and gear up to meet the forecasted traffic of the coming years.

RESULTS

25%

INCREASE

in customer transactions capacity

Reduced

PLANNING TIME

to create promotions

24/7

CONTINUITY

by eliminating opportunity losses