

Revolutionising Retail: The Power of eMACH.ai Retail 6DX in HomeTown's Tech Transformation



The Challenge

HomeTown previously operated on an on-premises legacy system that lacked the flexibility to accommodate significant upgrades, limiting the organisation's ability to adapt to technological advancements and operational demands.

The key challenges faced by HomeTown with their previous antiquated technology were:



Limited integration capabilities: Incompatible with third-party systems, resulting in missed opportunities for technological upgrades.



Dependence on On-Premises Servers: Increased costs and operational complexities.



Complex User Interface: Navigating the system required 20–30% additional time for basic operations, hindering productivity.



Management inefficiencies: Critical processes such as handling freebies, returns and exchanges, and discount wallets demanded significant manual intervention, reducing efficiency in daily operations and lowering customer satisfaction by approximately 15%.

About HomeTown

HomeTown, a flagship brand of Praxis Home Retail Limited, has been a prominent leader in the Indian home retail segment since its inception in 2006. Renowned for its unwavering commitment to design excellence and superior quality, HomeTown has established itself as a trusted name in the market.

HomeTown offers an extensive portfolio of products that seamlessly blend functionality and style. Its range includes high-quality furniture, homeware, décor, and furnishings, catering to diverse consumer preferences. Additionally, the brand specialises in modular kitchen installations, offering an end-to-end solution encompassing kitchenware, bathroom accessories, and design and build consultation services. Over the years, HomeTown has demonstrated remarkable growth, expanding its footprint to 44 stores across 28 cities in India.



These limitations highlighted the need for a robust, modernised solution to overcome operational bottlenecks and support HomeTown's growth ambitions.

The Solution

HomeTown chose eMACH.ai Retail 6DX over alternative solutions due to its advanced integration capabilities, intuitive user interface, and cloud-native, API-first architecture. Composed with the eMACH.ai (Events, Microservices, API-First, Cloud-Native, and Headless), it facilitates seamless integration with any third-party ecosystem. From ERP systems to payment gateways and peripheral integrations, eMACH.ai Retail 6DX was successfully deployed within HomeTown's existing infrastructure without any operational disruptions.

A key advantage realised by HomeTown was the introduction of eMACH.ai Retail 6DX's integrated Customer Data Platform (CDP), which proved transformative for their operations. Prior to this implementation, HomeTown operated without a dedicated system for customer relationship management. The adoption of the eMACH.ai Retail 6DX platform enabled the establishment of a robust, data-driven customer management system that supported the creation and execution of effective loyalty programmes. Consequently, HomeTown achieved a marked improvement in customer communication and relationship management, enhancing overall customer satisfaction and engagement.

HomeTown has greatly transformed its day-to-day retail operations with eMACH.ai Retail 6DX's wide range of features:

- **30% Improvement in Operational Efficiency:**

The Product Evaluation support feature of eMACH.ai Retail 6DX has greatly streamlined processes related to item exchanges and the issuance and redemption of discount wallets.

- **16K+ Customers Enrolled in Loyalty Programmes:** The platform enabled simplified and efficient management of loyalty programmes and the distribution of freebies, resulting in over 16,000 customers registering for loyalty initiatives within a year.
- **18% Improvement in On-Time Deliveries:** Enhanced order and delivery management capabilities, driven by the Order Advance, Amendment, and Delivery Schedule features, have significantly reduced delays and improved delivery accuracy.

By deploying eMACH.ai Retail 6DX, HomeTown successfully advanced its retail technology, from personalised customer experiences to seamless integrations, they have achieved significant improvements across various aspects of their business.

Highlights of the Solution:

- Successful implementation across 35 stores in India
- Seamless integrations with ERP: SAP S/4HANA
- Data-driven insights & loyalty programmes for personalised customer experience
- Complete cloud-hosted environment for lower TCO
- Minimised training time and increased productivity levels by 20%
- Streamlined operations for smooth exchanges and instant discounts
- Simplified and effective process for freebie distribution