



DRIVEN BY IMPACT

# Transforming Grocery Shopping

rapidSHOP CASE STUDY / DECEMBER 2020





Enabling omnichannel shopping experiences at a leading US grocery retailer with rapidSHOP.



# Challenge

## ABOUT CLIENT

Headquartered in the U.S., the client is one of the leading grocery retailers with over 300+ stores across 7 states. With its high-quality brand and millions of loyal customers, the retailer generates multi-billion-dollar revenue.

### CLIENT

Leading U.S. retailer

**300+**

Stores

## BUSINESS CHALLENGE

With the digital wave disrupting the retail industry, the retailer wanted to be the market leader by delivering omnichannel, on-demand, and personalized shopping experiences to its millions of customers across all channels - web, mobile, email, and stores.

However, the retailer's digital channels and the underlying infrastructure was too fragmented and old-school to deliver seamless shopping experiences across all channels. The retailer operated the online shopping through its corporate website, but they did not have mobile apps. It was offering store pick-up service and did not have grocery delivery capabilities. The customer experience was purely transactional.

In addition, most of its internal systems were rigid and prevented it from using the latest tech, design, and data to deliver personalized and connected experiences that could transform their business. The retailer needed a step-change approach to survive and thrive in the digital-led revolution.

### INDUSTRY

Retail - Grocery

### SOLUTION

Omnichannel Retail  
Experiences Platform

# Solution

The customers wanted a fast, personalized, and intuitive shopping experience across all channels - mobile, web, and stores - that aligns with their grocery shopping habits. We worked with the retailer's ecommerce team to devise an aggressive omnichannel strategy and roadmap to implement the rapidSHOP solution and to transform all existing customer-facing channels.

**1. Omnichannel Engine** We orchestrated and integrated 15+ existing and legacy systems including loyalty, coupons, POS, security and store directory with rapidSHOP's API-driven engine. We enabled 350+ integrated ecommerce, engagement, and analytics service as APIs which were ready to power all customer facing channels.

**2. Mobile & Web Shopping** We implemented the customized mobile shopping experiences for iOS and Android as per the retailer's unique needs. We also replaced their existing corporate website and ecommerce store with a modern content management system and intuitive storefront that connected the mobile and web experiences. We also implemented the enterprise panel that allowed the retailer take complete control of their new digital operations.

**3. Personalized Experiences** Today's digital consumers expect the retailers to offer personalized products and experiences to satisfy their unique taste. After the initial success, we implemented the AI-powered personalization engine to start recommending products, search results, offers, and digital content to customers based on their past behaviors and shopping habits. We also enabled shopping lists, recipes, and in-store navigation to enhance the customer engagement.

**4. Fulfilment And Delivery** We also implemented the picking app that allowed store staff to quickly pick the products from the store aisles to prepare the online orders for pick-up and delivery. With in-house fleet and direct integration with Uber, Shipt, and Postmates, the retailer started doing home deliveries.

**5. Analytics & Optimization** rapidSHOP enabled the retailer to get deeper insights into customer behaviors and product sales across all channels. With strong growth in digital revenue, we worked with the retailer to further amplify its revenue and customer engagement by launching new and innovative services on newly built platform.

**15**  
Systems Integrated

**350+**  
Retail API Services





# Impact

The new digital revenue channel grew by triple digit percents for multiple years and accounted for roughly half a billion-dollar in yearly sales.

Equipped with the most advanced omnichannel technology, the retailer was able to deliver seamless shopping experiences across web, mobile, email and store touchpoints.

The new digital platform increased the average order size and customer retention as the personalized experience made it easier for customers to find and purchase the products they like and often bought together.

The new picking app enabled the store staff to eliminate many manual steps and mistakes that previously led to delays and customer agony. The time and cost to process each new order reduced by 30% and customers were more satisfied with product picks, substitutions and on-time pick-up and delivery.

The retailer became a leader in the online groceries in their region and continues to remain the top grocer in their region.

**\$500<sup>MM</sup>**

Digital Revenue

**1.4<sup>MM</sup>**

Digital Customers

**300+**

Store Deployments

**250k+**

Orders / Month

**9.5<sup>MM</sup>**

Pageviews / Month

## **ABOUT RAPIDOPS**

Rapidops Inc. is one of the fastest-growing digital products and services companies in the USA. We partner with leading companies of all sizes and shapes to transform their businesses and industries with our advanced digital products, software, and services. Rapidops offers modern omnichannel shopping and customer experience solutions to leading retailers in the world. We impact millions of lives daily, solve tough problems, and empower business to thrive in the digital age.

To learn more about Rapidops, please visit [www.rapidops.com](http://www.rapidops.com) or contact us at [hello@rapidops.com](mailto:hello@rapidops.com).

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