


# CASE STUDY

## Titan: CRM Solution Implementation





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Titan Company Limited (earlier known as Titan Industries Limited), a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO) commenced operations in 1987 under the name Titan Watches Limited. In 1994, Titan diversified into jewelry with Tanishq and eyewear with Titan Eyeplus. In 2013, Titan entered the fragrances segment with SKINN and the fashion accessories segment under its Fastrack brand. With a retail footprint across 177 cities in 26 states and 3 Union Territories, Titan Company has stores for Watches under World of Titan, Helios and Fastrack; Jewelry under retail brands Tanishq, Zoya, GoldPlus and Eye Plus for multibrand eyewear. With the opening of its 1000<sup>th</sup> store in Bangalore on 16th December 2013, Titan Company arguably became the first Indian company with 1000 stores in seven varied formats under watches, jewelry and eyewear categories. It has in many ways changed the retail fabric of the country.

Today, Titan Company is India's leading producer and retailer of watches, jewelry and eyewear and is credited with changing the face of the industry. Titan Company is the 5th largest integrated (own brand) watch manufacturer in the world with a revenue of over USD 2bn.

Titan Company implemented ETP Store as their POS solution in 2006-07 across their 300 odd retail stores then. ETP has since, supported the company at the store front helping them with the current retail trends and latest developments like Mobility Solution, thus contributing towards their mission to have a value driven culture fostering innovation, driving performance and ensuring highest global standards.

Retail IT Head (Watches), Titan Company, says "We have about 1000+ stores right now running on ETP software and I like that they are willing to understand the customer recommendation in-depth and deliver the same to the customer, overcoming existent problems."

Operation Head (Watches), Titan Company, adds further, "ETP has been the partner in progress for us since the last seven years. I personally have been a user of ETP and I can do a billing through their systems, at the store level. It's so simple! The feedback we get from the cashiers and the store staff is that it is extremely user-friendly."

## Customer Facts

Number of stores: **1,000+ stores**

Business segments: **Timepieces, Fashion Accessories and Lifestyle**

Retail formats: **Company owned and Franchise stores**

Locations: **200+ cities in India**

## Key Store Statistics

Store size (average): **150 sqm**

SKU's (average): **40,000 units**

No. of sales tickets (average): **1,700,000 per month**





# ETP V5 Solution

ETP CRM solution at Titan: ETP Supply Chain – Loyalty master definition, ETP Store Front – Customer history, registration, redemption and sales billing, ETP Accelerator – Titan Encircle points and gift vouchers redemption rules, ETP Enterprise Application Server (EAS) – Generation of loyalty program files to interface with the Titan Encircle program – store master, member profile and member transaction details.



## Business Needs:

- Integrated loyalty program across the business with one redeeming platform for all verticals
- Track promotions performance and cross/up-sell basis customer response
- Instantly gratify customers with a simple hassle-free loyalty credit and redeeming program



## Project Objective:

- Create a customer-centric business culture and improve the brand experience at all stores
- Uniform CRM program for the watches, jewellery and eyewear verticals of Titan
- Introduce environment friendly ‘green’ initiative with electronic sales invoices



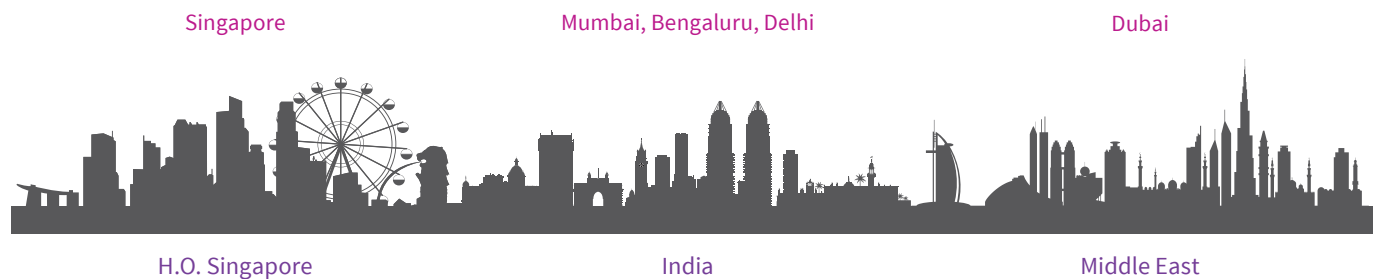
## Business Benefits:

- Single POS application across the different business units segmented into luxury, premium, mid-market, mass-market
- Complete management of sales, inventory, finance, on daily basis, across each division, product, brand, cluster, variant for national, state, city or showroom-wise promotions and discounts
- Amalgamation of the different loyalty programs into one cohesive program – Titan Encircle – deployed for all locations
- Instant loyalty credit and easy redemption leads to a boost in sales as more customers are inclined to purchase products previously considered too expensive
- More than 8 million customers registered onto the *Titan Encircle* loyalty program
- Real-time redemption of loyalty credits as

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- per the defined criterion of each brand
- Customer buying history is captured and maintained into the system to call upon as needed during promotions and loyalty-based discounts
- Electronic SMS alerts, confirmations and email-based sales invoices to reduce or remove paper use completely

Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

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