HCLTech | Supercharging Progress™

Power Platform
for Retail and CPG

Downloadable fact sheet

Why **Power Platform** for Retail and CPG?

The global pandemic caused the Retail and CPG industry to experience its leanest times in recent memory, with temporary closures, record unemployment and ongoing supply chain disruption. Through it all, consumer shopping behaviors shifted significantly toward digital purchasing, with demand for excellent customer service simultaneously skyrocketing. Retailers are still scrambling to reinvent themselves and thrive in a very different landscape.

Power Platform tools are helping the Retail and CPG industry through these tough times by collecting and displaying relevant data, automating repetitive processes and optimizing operations.

Improve omnichannel capabilities

No matter how your customers engage with you - online, mobile devices or in person - Power Platform provides technology solutions that empower you to provide a consistent level of service across the board. Power Virtual Agents, for example, can be implemented to broaden and streamline your communication capabilities without taking up valuable customer service resources.

Close digital gaps

Legacy systems, disconnected apps and even paper-based processes are bogging down operational efficiencies and causing digital gaps for retailers. Power Apps are helping retailers replace paper-based processes with custom apps, not only making work more efficient but also driving toward a single view of customers across online and in-store operations.

Empower employees to deliver high-quality and safe customer experiences

As a result of the global pandemic, contactless interactions are now a baseline expectation. Power Platform helps you create high-quality (and safe) in-store experiences by putting relevant customer data in the hands of employees.

Get started with Power Platform

Why low-code solutions?

With Power Apps, retail organizations are unlocking true innovation. The visual approach to building apps empowers your teams to quickly turn their bright ideas into brilliant apps on a **single end-to-end low-code platform**.

In addition, these low-code solutions enable you to **automate manual processes** and **data collection** to solve your most pressing problems. With Power Apps, your teams will be designing **highly customized task- and role-based applications** in no time.

And finally, you can be confident your data is accurate and up to date by leveraging the Dataverse to integrate data from 350+ sources with enterprise-scale **security and governance** – one platform for all your data gives you a **single source of truth**!

188%
ROI over three years

3.2
hours per week
in line-of-business employee productivity improvement

74%
reduction in app development costs

Source: Forrester Consulting Study

Organizational governance and adoption by HCLTech

Part of deploying a successful Power Platform initiative is having a roadmap for effective organizational adoption and governance. HCLTech is focused on ensuring success by helping organizations build internal Centers of Excellence (COEs) to govern structure and processes, as well as manage security, all while encouraging adoption and innovation.

Choosing the right **technology partner**

HCLTech – the 2022 MSUS Power Apps Partner of the Year – delivers packaged COE Offerings that expand on technical control, creating an app maker community, assessing legacy applications, legacy modernization and ongoing support. Education is at the core of these offerings, enabling our clients to go further with Power Platform.

Connect with our Retail and CPG team!

Connect with our experts

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