

Store Lens transforms business processes with Power Platform

Downloadable case study



Fundamentally changing the shopping experience

Store Lens is an H&M company with vision to turn what was once an anonymous and generic individual experience into an **ecommerce-like experience** that celebrates each customer's originality.

Simply stated, Store Lens provides retailers the opportunity to engage with shoppers in a totally new way, personalizing each and every engagement to match each and every unique individual. An important component of this new experience is a consignment program, in which customers can resell their original purchases to fellow shoppers at a reduced price.



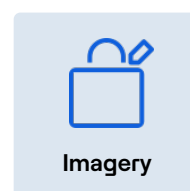
The challenge: Poor reseller experience

Store Lens' primary pain points surrounded the experience they were delivering for the consignment program's resellers. Specifically, long wait times – resulting from a reliance on staff to photograph and catalog each item – deterred resellers from participating in the program.

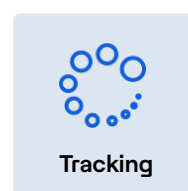


The objective: Redefine the in-store retail shopping experience

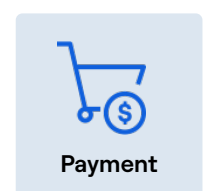
The company needed an easy-to-use digital platform that could be rolled out across all **5,000+ of their stores** – a more streamlined process that would enable each reseller to manage their own consignment experience from end to end, including:



Imagery



Tracking



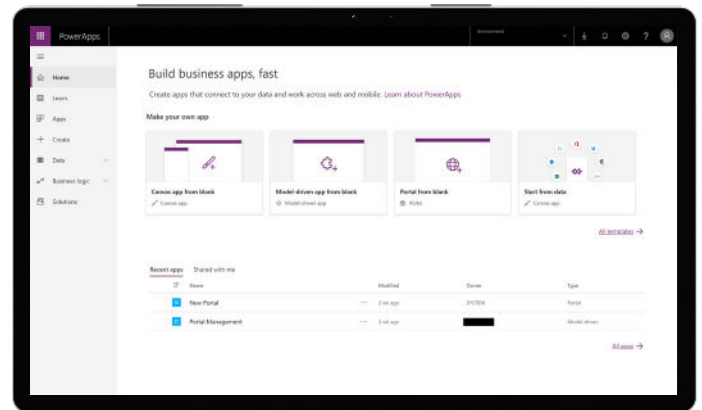
Payment

The solution: Microsoft Power Platform and HCLTech transform the seller experience

Store Lens selected Microsoft's Power Platform – and particularly the low-code Power Apps tool – as the foundation of their new platform and tapped HCLTech to bring their vision to reality. We developed a Power Apps portal and canvas app solution to manage the entire resale business process, from data entry of personal information, clothing items and images to picking an appointment time, booking an in-store session, integration with banking system and processing the sale.

The Power Platform Solution (Power Apps Portal and Canvas Apps) is multilanguage, multicurrency and multi-country. Each seller registers an account in the portal and then creates a robust catalog of the products they want to resell. Then they use the portal to book an in-store appointment with a staff member to complete the sale, and the entire transaction is completed within the canvas app.

Power Apps + Canvas Apps



The impact: Global expansion as reseller satisfaction skyrockets

We initially tested the app in a small market with just a 10-person team, but after tremendous success in the pilot, the app is being rolled out across Sweden and beyond. And this is just the first of several processes they want to automate using Power Platform. HCLTech has scoped many additional opportunities for streamlining and simplification using portals and canvas apps, including solutions for queue management, checkout processes, remarketing and more. Store Lens recognizes the truly unlimited potential of the Power Platform suite of tools and is anxiously building out user-friendly solutions for employees and customers alike.

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