

# DIGITAL TRANSFORMATION - INVESTING IN CUSTOMER EXPERIENCE



In the retail industry, all ways of doing business are rapidly digitalizing and restructuring in line with digital technologies. During this transformation process, our greatest objective was to build an omnichannel infrastructure to offer Koctas customers the best experience regardless of the channel. We started this journey with the experience and competence of itelligence\* Turkey and managed to conclude the project in 1 year. We migrated to a holistic channel structure in which we can operate the web, app, kiosk, and in-store sales operations as well as product lifecycle on a single infrastructure.

Ugur Serkan Taskm, CID. Koctas



## Challenges

- Difficulty in managing pricing, discounts, promotion policies, and product range
- Poor integration with the existing CRM system.
- Poor integration with the ERP system to manage Product Lifecycle
- Live Order fulfillment.



## Solution

- SAP C/4HANA®



## Benefits

- A robust CRM structure.
- Automated product info process.
- Personal search engine reinforced with artificial intelligence.
- Real-time inventory monitoring.



## Why NTT DATA Business Solutions?

- A solid customer reference base.
- A competent and experienced team.
- An extensive portfolio of services thanks to its corporate structure



**Company:** Koctas Yapi Marketleri Tic. A.Ş.

**Industry:** Home improvement retail

**Products:** Bathroom, kitchen, decoration, lighting, furniture, heating-cooling, garden, wooden products, hardware, tools, white goods

**Number of Employees:** 3000+

**Headquarters:** Istanbul, Türkiye

**Website:** www.koctas.com.tr

\* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions



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### Ramp-up in e-Commerce

With more than 59 million internet users, the number of e-commerce customers exceeded 5 million in Turkey. It is estimated that the country's volume of e-commerce will reach US\$ 5 trillion by 2021. With the industry's current ramp-up, Koçtas, a leader of e-commerce in Turkey, implemented a digital transformation project with the guidance of NTT DATA Business Solutions Turkey. With this project, Koçtas invested in customer experience and started to witness the return of this investment in a very short time.

### Catching the Trends in Digital Transformation

As the leader of home improvement retail, Koçtas raised the bar in the rapidly developing e-commerce market and invested in customer experience. Deploying SAP C/4HANA with the guidance of SAP Global Platin Partner, NTT DATA Business Solutions Turkey, Koçtas achieved an e-commerce infrastructure that catches the trends and features a robust integration network, capability of real-time sale and monitoring, and uninterrupted services via an omnichannel structure. With the SAP C/4HANA project, the company activated its Omnichannel Project covering the web, mobile web, in-store kiosks, and smartphone applications. Koçtas Card which developed for Koçtas customers was extended to digital platforms as well. With the kiosk application designed on SAP C/4HANA infrastructure, 45 thousand extra products in addition to store inventory became saleable and 454% growth was achieved in the sales through this channel in the first quarter alone. Koçtas website was renewed completely to allow 3,500 thousand users to shop simultaneously and a successful growth of 110% was achieved. As order fulfillment rates increased thanks to real-time inventory checks, delivery performance also improved. Koçtas CEO Alp Önder Özparmakcu says: "The most important benefit of the project we implemented with NTT DATA Business Solutions Turkey has been the speed and convenience, because consumers younger than the age of 30 expect extraordinarily fast and convenient

service. So there is no other option than digitalization. With SAP C/4HANA, all mobile phones, tablets, kiosks, and our call centers have been connected. Thanks to our Koçtas Card system, we now know 95% of customers shopping at Koçtas."

### Buy Online, Receive at the Store

Underlining that Koçtas and NTT DATA Business Solutions Turkey had a game-changing cooperation in e-commerce, Koçtas CIO Ugur Serkan Taskin says: "In the retail industry, all ways of doing business are rapidly digitalizing and restructuring in line with digital technologies. During this transformation process, our greatest objective was to build an omnichannel infrastructure to offer Koçtas customers the best experience regardless of the channel. We started this journey with the experience and competence of NTT DATA Business Solutions Turkey and managed to conclude the project in 1 year. We migrated to a holistic channel structure in which we can operate the web, app, kiosk, and in-store sales operations as well as product lifecycle on a single infrastructure. We accelerated our processes thanks to real-time inventory monitoring. In promotion management processes, we gained the competence to hold real-time campaigns per customer segment and activated a coupon system. We built a system to enable online shopping and delivery at the store. We launched Koçtas Card that can also be used in online shopping."

**With this project, we integrated all channels of Koçtas end-to-end and migrated on a single platform. With this new and sustainable infrastructure, Koçtas will be able to get a larger share in the market.**

Dr. Abdülbahri Darns, CEO, NTT DATA Business Solutions Türkiye

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