

CASE STUDY
ON
Website Management for Integrated Customer Experience by
Hamleys

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Hamleys is largest and one of the oldest toy shop across world. Name of the Hamleys is after the name of its founder 'William Hamleys'. Toy shop known as 'Noah's Ark' is founded by William Hamleys in 1760 in High Holborn, London.

In 2019 May, a part of reliance industries that is Reliance Retail (Indian company), announced that Hamleys has been acquired by them for Rs 620 crore which is a cash deal. Current site of Hamleys store is on regent Street. It was moved from High Holborn to Regent Street back in 1881.

This Store (Flagship) is having 7 floors, which comprises of 50,000 or more lines of toys available for sale. It is one of the prominent places of city for tourist attraction. Approximately about 5 million visitor visits store each year. There are other 25 outlets of chain in United Kingdom and apart from this chain has franchises around 90 and more across the world.

Hamleys: Major markets of Hamleys

UK	First largest market
WEST ASIA	Second largest market
INDIA	Third largest market

In retailing of toy & game, the most famous name in this industry is Hamleys. With a great heritage of past 259 years, company established a strong position in this industry and position itself in the minds of customer an “FINEST TOY SHOP IN THE WORLD”.



The Finest Toys in the World

“What (Intelligent Retail) give us was a fresh and exciting new website that could excite customers and family and an integrated order management system which can deal with multiple channels”

David Oakley, Head of IT, Hamleys

INTRODUCTION TO CASE

Hamleys is the leading company in the toy manufacturing industry. Hamleys has 26 outlets of chain in United Kingdom and apart from this chain has franchises around 90 and more across the world. Company has widespread business empire so in order to survive and more importantly position itself in the minds of customers as the finest in this industry and position itself uniformly across the world. This requires to re-thing, then re-engineered and ultimately re-energized the Hamleys stores as well as its website. In the study of this case, main focus is on how Hamleys understand the need of hour in order to lead and most importantly to ensure best integrated customer experience.

DECISION OF MANAGING CUSTOMER EXPERIENCE IN HAMLEYS VIA

❖ RESTRUSTURING OF THE RETAILING SYSTEM

With the worldwide approach of business of Hamleys, it required to come up with partners those were having reach at global level and at the same time those had ability to meet its tight timelines as given.

It was IT and business sense that made Hamleys to shake hands with 3Q's Intelligent Retail & Island Pacific as their solution provider. Hamleys worked with 3Q's Intelligent Retail & Island Pacific in a way to develop a deep and comprehensive understanding of approach, technology & personalities of each other.

This all would allowed their project to meet ground running as further tightened the timelines & t buy-in was realized from respective relevant shareholders in warehousing, merchandising, marketing & technical team of Hamleys.

The solution that just lived for 3 months after the beginning of analysis and design, Island Pacific Smart Suite's incorporated modules and Connect Website Engine of Intelligent Retail.

This project consists of tailoring of some elements according to the business model and some specific requirements of Hamleys. By bringing together the diverse sales channels - call centre, website and Amazon, all put together in fully integrated and single system. One of the solutions that are Connect Website Engine is the best practice from around 400 or more web retailers.

In this way, Connect gave a best way and opportunity to Hamleys that help their customers to quickly search and find products they wanted. Therefore it could increase the size of basket by Up-Selling. Solution's customisable nature conveyed that Hamleys in a very exciting way could transmit and communicate their brand value and enhance its brand equity. Apart from this, solution also ensured Hamleys that they could rapidly take benefit of new emerging market trends by enabling them to add lines of new stock quickly.

❖ VIA THE WAY OF HOLDING BRAND PROMISE: SHOP AND EXPLORE

With the great and long heritage of Hamleys, from past 259 years, it is a dream and aspiration of my children to go on trip to Hamleys as the highlight of year more specifically on the times Christmas.

Hamleys understand this sense of attachment and excitement of existing as well as potential customers. Therefore Hamleys wanted to grasp and sustain that sense of attachment and excitement not in existing as well as in new market platform that is online store from where some segment of customer would go to shop online instead to shop from in-store.



In order to hold the promise of brand, Hamleys required an intelligent solution which going to Hamleys re-energize and rejuvenate their current website. According

to the directions solution would be delivered in the way which comprises of 2 separate and distinct components:

SHOP: It is a transactional element, as the name suggests it provides the platform to customers which facilitated to shop.

EXPLORE: An area which provided an insights to customers to the world to travel through in order to experience the brand more. In other words, it enabled their customers to explore the experience of brand more and in much wider extend.

Hamleys identified that in order to achieve their objectives as well as to deliver the best and appropriate experience to customers 3 areas that particularly require addressing.

FIRST: Integration of Inventory Control and Order Fulfillment Systems

The foremost task of Hamleys in this context had to fully integrate the website with inventory control and order fulfillment system. This integration aimed to ensure that products which customers wanted that must be made available so that customer would able to order the same.

SECOND: Digital Experiences

Digital experience as whole had to hook and gain the fun, inspiration, joy and excitement for which the Hamleys always work and stood for.

THIRD: International Partners

Any solution which had been chosen should be extended very easily to the Hamleys growing partner base at international level.

OUTCOME: BETTER INTEGRATED CUSTOMER EXPERIENCES

- Website solution by Intelligent Retail enabled Hamleys
 - To deliver comprehensive and integrated customer experience to their online shoppers
 - Mirroring
 - To enhance the in-store experience

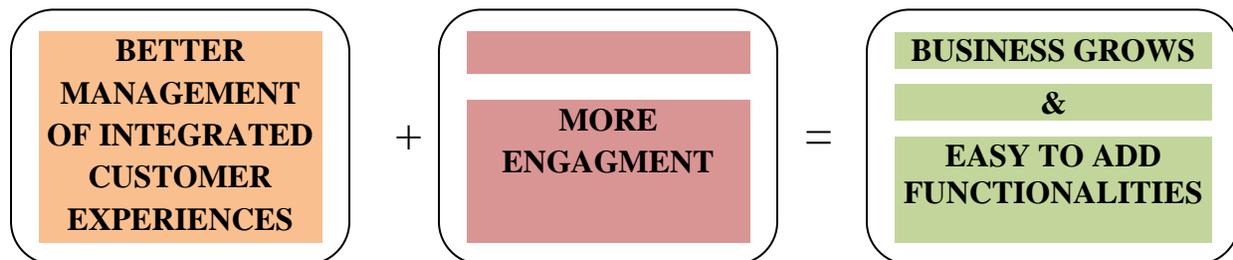
- Customers who shop online now they can find it easier
 - To identify products
 - To check inventory
 - To get information
 - To place orders

Ultimately, feeling more engaged with the Hamleys’ brand.

- From business point of view, bringing together all the various platforms or channels into single system in order to provide more reliable, accurate and timely insight into the performance of business.

- At end, Now Hamlet has ability to practice and add new applications, channels and services as industry & market as whole continuously evolve continuously. In today’s world in retail landscape, it is a major benefit a company can have.

This solution is being turned out across world which ultimately expands the reach of harmless to various geographical areas. Therefore Over & above efforts were made to ensure more engagement of customers with the brand.



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