wipro

Microsoft

Wipro Endless Aisle

The "buy anywhere, fulfill anywhere" solution

Get started

The retail reality

When items are out of stock in stores, retailers risk losing business.

Introducing Endless Aisle ❯

Over
60%
of US consumers
experienced
out-of-stock
items in 2021[1]

Of these customers,
71%
switched retailers, products, or brands[1]

[1] Tamara Charm and others, "US Consumer Sentiment and Behaviors During the Coronavirus Crisis," McKinsey & Company, December 14, 2021.
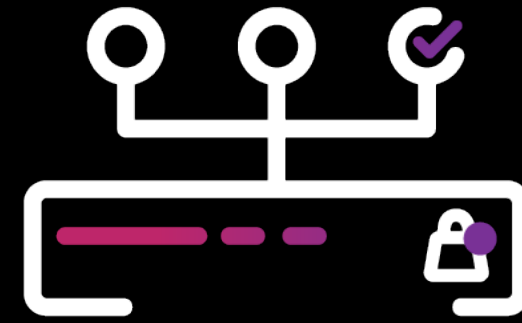
Wipro **Endless Aisle,** built on Microsoft Cloud for Retail, gives shoppers access to retailers' complete inventories across stores, warehouses, products in transit, partners, and suppliers.

Here's how it can help >

What challenge can Endless Aisle help you solve?

Loss of in-store sales

Make life easier for the busy consumer.

Learn more ›

Decreased customer loyalty

Help the store manager strengthen customer retention.

Learn more ›

E-commerce competition

Support the COO's omnichannel strategy with ease.

Learn more ›

Challenge

Retailers are losing in-store sales due to low inventory

A busy young mom, Maria gets flustered when the things she wants are out of stock and she's short on time. She doesn't see the newest iPhone on the shelf and is worried she won't be able to get it before her husband's birthday.

Meet Maria

The busy consumer

What's the insight? ❯

Challenge ⸺⸺⸺ Insight ⸺⸺⸺ Solution

Customer retention is deeply impacted by empty store shelves

See the solution >

Only **20%**
of customers
wait to purchase
an out-of-stock item
from a specific retailer[2]

[2] Kari Alldredge, Tamara Charm, and Eric Falardeau, "Taking the Pulse of the US Consumer," McKinsey & Company, May 5, 2022.

Challenge — **Insight** — Solution

Solution

Endless Aisle offers the frictionless shopping experiences customers crave

One less to-do item is a great way to cement brand loyalty and improve customer retention. Maria is relieved that she doesn't have to find a sales associate to locate the phone or double-check whether it's out of stock. She can browse the Endless Aisle kiosk, purchase the phone, and have it delivered to her home.

See another use case

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Challenge   Insight   **Solution**
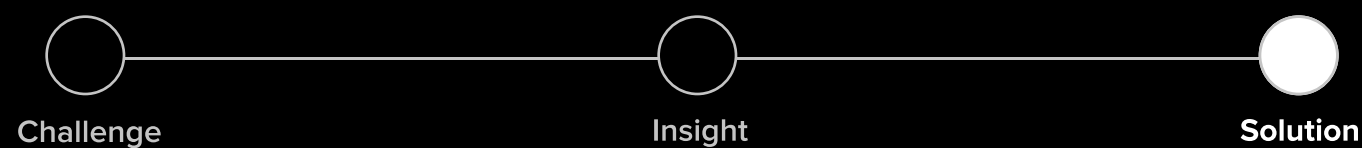
Meet Sheree

The store manager

Customer loyalty is down

Sheree, a busy retail manager, is overwhelmed by in-store stock inquiries. Although store sales decrease when items are out of stock, shifting consumer preferences make it difficult for her to predict what needs to be in stock, and having too much inventory also presents a risk.

What's the insight? >

Challenge — Insight — Solution

Insight

By meeting customer needs through expanded inventory, retailers can boost sales and enjoy higher customer satisfaction

See the solution ❯

90%
of consumers who have switched brands or retailers plan to make switching part of their shopping routine[3]

75%
of consumers tried new shopping behaviors during the pandemic, with many of them citing convenience and value[4]

[3] Tiffany Burns, Tyler Harris, and Tabitha Strobel, "The Big Break: How Retailers Can Break Habits to Support Diverse-Owned Businesses," McKinsey & Company, October 17, 2022.
[4] "Emerging Consumer Trends in a Post-COVID 19 World," McKinsey & Company, WSJ Events Podcast, hosted by Kelsey Robinson, June 7, 2021.

Solution

Endless Aisle expands inventory availability across warehouses, stores, and suppliers

As a result, Sheree is enjoying increased sales, customer loyalty, and a way for her physical store to be a competitive differentiator in an ever-growing omnichannel world.

See another use case

Challenge

Brick-and-mortar locations are competing with e-commerce giants that can fulfill items online in two days or less

As COO, Diego knows that omnichannel is the future. To stay competitive, his company needs to uplevel the customer experience in physical stores and create seamless shopping experiences across online and offline channels.

What's the insight? ›

Meet Diego

The COO

Challenge   Insight   Solution

The in-store experience deeply impacts omnichannel success

See the solution >

2/3
of retailers
see the growth of omnichannel and digital shopping as the industry's biggest challenge[5]

100%
of top-quartile retailers
say omnichannel personalization is a top-five priority[5]

[5] Praveen Adhi and others, *Retail Speaks: Seven Imperatives for the Industry*, McKinsey & Company, 2021.

Solution

Endless Aisle brings the digital experience into physical stores via kiosks

With expanded inventory to give shoppers access to the products they want, shipped the way they want them, Diego and his team can elevate the in-store shopping experience and drive omnichannel success.

See another use case

Challenge — Insight — **Solution**