

Case study

Stockmann Improves Sales Conversion and Customer Retention Through Integrated Omnichannel Commerce



Overview

Stockmann, a leading Nordic retailer, addressed a critical gap in its in-store journey by enabling customers to place orders for direct warehouse delivery. We designed an integrated solution that connects in-store systems with backend fulfillment, improving operational efficiency and customer engagement.

Client Background and Challenges

Stockmann, is a prominent Nordic retail brand operating across multiple regions and product categories. It faced a significant gap in its in-store customer journey, customers could not place orders efficiently for items unavailable in-store or requiring direct delivery from warehouses. This limitation reduced conversion opportunities and impacted overall customer satisfaction.



Our Solution

We enabled the entire frontend and backend experience for PANDA. Key elements of the solution include:

- **Omnichannel Design:** Aligned with the client's strategic objectives for seamless cross-channel execution.
- **Development on Sales iPads:** Features such as guided order flows and QR-code-based product scanning, payments (via POS QR scan), and POS receipt scanning to register payment information were implemented to ensure a smooth and frictionless experience for both in-store sales staff and customers.
- **Backend Integration:** Enabled order processing and direct-to-customer warehouse delivery.
- **Scalable Architecture:** Designed with the idea to scale beyond Finnish markets.
- **Strong Collaboration:** Ensured delivery remained on track despite challenges.

Business Impact

The transformation delivered measurable operational gains

- **Enhanced Customer Experience:** Enables seamless in-store ordering with direct delivery.
- **Higher Sales Conversions:** Allows staff to close sales immediately, even for large or unavailable items.
- **Improved Customer Retention:** Eliminates the risk of customers turning to competitors by offering fulfillment flexibility.
- **Operational Benefits:** Accelerates inventory turnover and improves profitability.
- **Strong User Adoption:** Demonstrates strong usability and high customer demand, particularly for heavy or bulky items delivered directly from the warehouse.

Client Quotes

“The team did an excellent job, and we can all congratulate ourselves for bringing PANDA to life.”

Jari Gronmark, Specialist, Omnichannel Development, Stockmann

About **Tech Mahindra**

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 146,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognizes global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit <https://www.techmahindra.com/>.



www.techmahindra.com

www.linkedin.com/company/tech-mahindra

www.x.com/Tech_Mahindra

Copyright © Tech Mahindra Ltd 2026. All Rights Reserved.

Disclaimer: Brand names, logos, taglines, service marks, tradenames and trademarks used herein remain the property of their respective owners. Any unauthorized use or distribution of this content is strictly prohibited. The information in this document is provided on “as is” basis and Tech Mahindra Ltd. makes no representations or warranties, express or implied, as to the accuracy, completeness or reliability of the information provided in this document. This document is for general informational purposes only and is not intended to be a substitute for detailed research or professional advice and does not constitute an offer, solicitation, or recommendation to buy or sell any product, service or solution. Tech Mahindra Ltd. shall not be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. Information in this document is subject to change without notice.