



CASE STUDY

Briskon intranet for the world's leading voluntary food retail chain

Briskon empowered a prominent food retail chain with a tailored intranet solution, streamlining operations and fostering seamless collaboration across its expansive network.





THE COMPANY

Pioneering retail excellence with global reach

A titan in the voluntary food retail sector, this organization commands an extensive network of hypermarkets, supermarkets, and convenience stores across multiple Indian cities. Forged through a strategic alliance between a world-renowned retail brand and a regional powerhouse, it serves millions with premium fresh produce, groceries, and essentials. By merging global operational rigor with localized expertise, the company sets the standard for customer-centric retail innovation.

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BUSINESS SITUATION

Confronting digital fragmentation in a scaling enterprise

With 17 stores across 9 cities in India and a workforce spanning top management to floor-based sales personnel, our client struggled to engage employees from the head office. Communication relied heavily on phone calls or emails, making record-keeping a logistical nightmare. A local WordPress-based system, limited to listing documents and policies, was used solely by the corporate office. This static platform couldn't track logins, share documents, manage data, handle applications, or store employee information, restricting its utility to a single office. The client approached Briskon for a centralized tool, manageable from the head office, to enhance corporate communication, deepen employee engagement, and meticulously record all interactions. Additional challenges included:

- Disconnected systems: Siloed platforms impeded real-time collaboration across stores and hierarchies.
- Manual inefficiencies: Outdated workflows for leave, attendance, and task management eroded productivity.
- Accessibility gaps: Employees struggled to access critical resources like payslips and training modules remotely.
- Scalability constraints: Existing infrastructure buckled under the weight of a growing network.
- Hierarchical complexity: Role-based access across diverse user groups demanded sophisticated integration.





THE SOLUTION

A next-generation intranet for intelligent retail operations

Briskon engineered a state-of-the-art intranet platform, harnessing cutting-edge technology to redefine employee engagement and operational agility. Built using Briskon's proprietary intranet framework, the solution governed multiple user levels and hierarchies, enabling seamless, secure logins from anywhere in the world at any time.

Tailored to the retailer's unique needs, the platform fostered real-time collaboration and delivered a scalable, intuitive digital backbone. Key components included:

- **System integration:** Seamlessly integrated with the existing RAMCO ERP for unified data flow and operational coherence.
- **Online leave management:** Streamlined leave applications, approvals, and balance tracking through an online system.
- **Cross-location collaboration:** Enabled real-time interaction among employees across supermarkets in different locations.
- **Employee status management:** Managed active and inactive employee details, exit settlements, asset records, and documentation.
- **Employee profile management:** Allowed creation of new employee profiles with comprehensive personal information.
- **HR efficiency boost:** Reduced daily HR workload, increased productivity, enhanced employee satisfaction, and drove significant cost savings.
- **Attendance and time tracking:** Facilitated tracking and management of employee attendance, timesheets, and login times.
- **Policy and news updates:** Kept employees informed with real-time HR policies, news, events, and announcements.

- **Travel desk:** Provided a centralized platform for managing employee travel requests and logistics.

- **Idea and document sharing:** Fostered innovation through blog posts, enabling employees to share ideas, views, documents, and opinions.

- **Future-ready scalability:** A modular framework designed to evolve with the retailer's growth and innovation roadmap.

- **Performance appraisal:** Enabled online performance evaluations, streamlining feedback and goal-setting processes.

- **Centralized digital hub:** A sleek, unified interface for seamless access to all tools, from payslips to task management.

- **Hierarchical planning and reporting:** Supported task planning and reporting aligned with the organization's reporting structure.

- **Dynamic role-based access:** Granular controls tailored permissions across organizational tiers, ensuring security and relevance.

- **Holiday and birthday features:** Managed company holiday calendars and announced employee birthday greetings.

- **Cloud-powered mobility:** Global accessibility via a cloud-native architecture, enabling anytime, anywhere connectivity.





THE ACHIEVEMENT

Unlocking measurable impact across communication and operations

Briskon's intranet solution ignited a digital transformation, streamlining operations and cementing the retailer's status as a forward-thinking leader in food retail. The unified, cloud-based platform enabled seamless collaboration across 17 stores, empowering employees with instant access to tools and real-time engagement with processes. HR efficiency surged as automated workflows reduced administrative overhead, freeing resources for strategic focus.

1,000+

Employees connected seamlessly across hypermarkets and corporate locations

80%

reduction in process time: Automation accelerated daily operations.

95%

user adoption rate: Intuitive design drove widespread engagement.

50%

faster communication: Real-time connectivity eliminated silos.



100%

remote accessibility:
Employees accessed
resources anytime,
anywhere.

Timely appraisals completed:

Streamlined processes en-
sured 100% on-time perfor-
mance reviews.

Enhanced employee loyalty:

Blogging and engagement
features strengthened
organizational connection.

Cost savings achieved:

Digital handbooks and HR
efficiencies reduced
operational expenses.





Transform your organization's internal communication, collaboration and productivity with our intranet solutions.

Explore Briskon intranet software

About Briskon

Briskon is a full-service digital marketing and software development company committed to helping businesses grow, innovate, and stay ahead of the competition. With deep expertise in SEO, CRO, PPC, social media marketing, web development, mobile app development, auction software, AI & ML, and custom software solutions, Briskon delivers result-centric strategies and cutting-edge technology to empower brands. We specialize in providing high-impact solutions for B2B, SaaS, and enterprise businesses worldwide, driving measurable success.

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