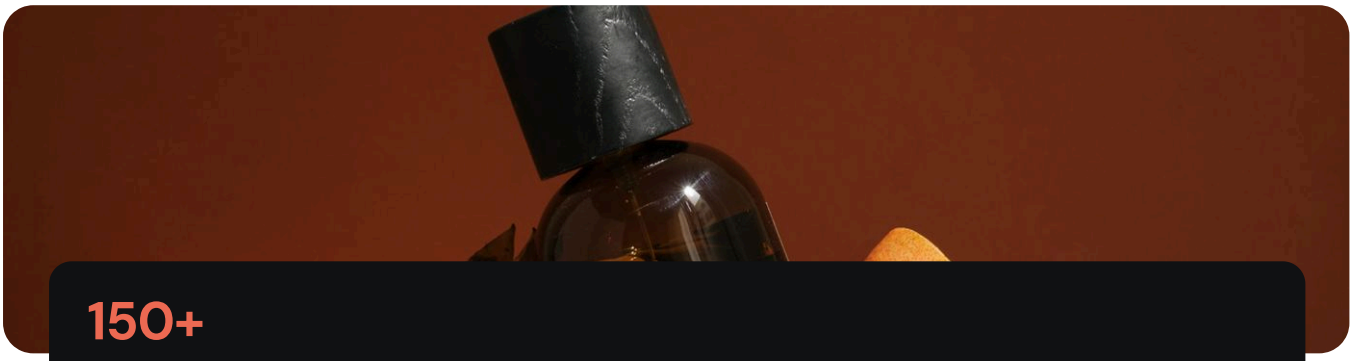
Retail & E-commerce | India

A beauty retailer put store maintenance requests for 150+ locations in one queue

An online-first beauty and wellness retailer replaced paper complaint logs with tracked work requests, so every store issue has an owner, a priority and a turnaround time.



150+
locations raising requests into one queue

AT A GLANCE

INDUSTRY
Retail · beauty and wellness

REGION
India

SIZE
150+ locations

PREVIOUSLY
Paper logs, phone calls

FEATURES USED
Work | Assets | Insight

01 The client

The client began as an online beauty retailer and grew into a wide range of beauty, wellness, personal care and fragrance products, sold online and through more than 150 locations across India.

Every location depends on fixtures, lighting, air conditioning, displays and IT equipment. When one fails, the shop floor feels it at once, and each location had been handling repairs on its own.

02 The challenge

Store complaints were raised by phone and noted on paper. Once a problem was reported, nobody could say where it stood, and as the business grew the manual process could not keep up.

- No record of who reported an issue, who was working on it, or how long it had been open.
- Each of 150+ locations managed its own repairs, with no common way of working.
- Turnaround time could not be measured, so slow responses went unnoticed.
- No history to show which assets or stores kept failing.

03 What they set up in Asset Infinity

The retailer moved every store complaint into Asset Infinity's Work feature, with the store's assets in one register so each request points at the equipment that failed.

Work

Requests from every store

Store staff raise a request from the web or mobile app, with photos, and choose a priority. A critical issue is flagged straight away.

Work

Assignment and alerts

The maintenance manager is notified of each new request, assigns a technician, and is alerted again when a request sits untouched.

Assets

One register of store assets

Fixtures, HVAC, lighting and IT equipment are recorded per store, so every request and repair builds that asset's history.

Insight

Turnaround by store and technician

Dashboards show open requests and turnaround time by location, and reports show each technician's workload and closing times.

04 How it works day to day

Here is what happens now when something breaks in a store.

STORE STAFF

Report the problem

From the web or mobile app, or by scanning the QR label on the equipment, store staff raise a request with a photo and a priority. Scanning the label links the request to that asset.

SYSTEM

Notifies the maintenance manager

The new request appears in the manager's queue for that location, with the store, the asset and the photo.

MAINTENANCE MANAGER

Assigns a technician

The manager turns the request into a work order and assigns it. The technician is notified on the mobile app.

SYSTEM

Keeps the clock running

Turnaround time is measured from the moment the request was raised. A request left untouched triggers a reminder, so nothing is forgotten.

TECHNICIAN

Fixes and closes the job

The technician updates the status from site, adds notes and photos, and closes the work order when the issue is resolved.

STORE STAFF

See the outcome

The person who reported the problem can follow its status instead of calling to ask.

HEAD OFFICE

Reviews the numbers

Dashboards and reports show open requests, turnaround time by store and each technician's workload, and point to the assets that fail most often.

05 Before and after

	BEFORE	WITH ASSET INFINITY
Raising a complaint	A phone call, noted on paper	A request with a photo and priority, from app or QR label
Ownership	Unclear who was handling it	Assigned to a named technician
Turnaround time	Not measured	Recorded for every request
Forgotten requests	Went unnoticed	Reminders when a request sits untouched
History	None, so repeat failures went unseen	Every repair builds the asset's history
Across stores	Each of 150+ locations on its own	One queue and one way of working

06 How it rolled out

1

Stores and assets loaded. Each location and its main equipment were set up in the asset register.

2

Priorities and alerts agreed. The team defined what counts as critical and who is notified when a request waits too long.

3

Store teams trained. Store staff learned to raise requests from the mobile app; technicians to update and close them.

07 The results

- Every store complaint is now a tracked request with an owner and a status.
- Turnaround time is recorded for each request, so delays are visible to managers.
- Photos on each request help technicians diagnose problems before they arrive.
- Patterns in recurring complaints point to the assets and stores that need attention.
- Faster resolution improved customer satisfaction in stores.

08 Why it worked

Easy for store staff

Raising a request takes a minute on a phone, so stores report problems instead of working around them.

Visible to everyone

Store staff, technicians and managers look at the same request, so status calls disappear.

Data from day one

Because every request is recorded, the retailer can see which assets and stores keep failing and act on it.

09 Looking ahead

With one request queue for every location, the retailer manages store maintenance centrally while each store still reports its own issues.

The asset history built from these requests is the starting point for preventive maintenance: the equipment that fails most often can now be serviced on a schedule, before it breaks during trading hours.

See it on your own assets

A 30-minute demo, set up for a multi-store retailer.

The client's name is withheld for confidentiality. Results are as reported by the client.

Book a demo

Start a 14-day free trial