



ZEBRA CASE STUDY

Assisted Shopping at European Supermarket

A leading European supermarket pilots an assisted shopping solution on a cart using wireless Zebra® Cameo® series receipt printers.

Challenge 1

Aisle promotions can often be ineffective because they are reactive. Customers who may be receptive to the offer can easily walk by.

Challenge 2

Customers who like to buy in mixed goods retailers often dislike mixing all the purchases in the same shopping cart. For example, a customer buying food, a potted plant and an article of clothing in the same store would prefer to pack them separately. Because they have to take all their goods through the same checkout to pay and pack, some customers choose not to buy all their purchases in the same store.

Application

The store's merchandise managers wanted to address both challenges at the same time. They wanted to encourage associates to sell goods on the sales floor, rather than waiting for customers to buy. They wanted to make the application a means to assist customers, as well as a means to take payment and bag goods. Customers are known not to worry about paying several times for purchases within the same store, especially if their purchases are of a significant value.

Solution

The Zebra Cameo printers are mounted on a custom cart along with Xybernaut touch-screen PC, and Dione payment terminal. Associates push the cart to an appropriate location for the customer and go through a series of menu options to assist the customer. This may include taking payment for an item on promotion or for an article such as clothing, which the customer wishes to purchase separately to his main purchase. Or it can entail checking on stock, verifying a price, or printing out a store map to locate an item that the customer wants.

Result

If the retailer can increase the purchase rate of promotions and bulky or soft goods which customers dislike carrying through the checkout, by just a few percent, the system is paid for in months.

Replication

What other stores could benefit from this technology?

Apparel stores are limited in space and so never have enough checkouts for peak periods. They could utilize this system as a POS on a cart.

Department stores can increase the value of each purchase by guiding customers through their store to ensure that they find the section they want easily and that they make all their purchases in that store.

Customers of warehouse stores like furniture stores or home improvement outlets would value the customer service aspect of a solution like this, especially if it offers the ability to order custom products, and assist with a home project.

(Continued)





What is Zebra's message to retailers with similar issues?

“Turn your store into a dynamic marketplace with real time, proactive customer service from Zebra. Retailers across the world have achieved remarkable ROI by deploying our wired and wireless networked printers to reduce lines, increase the value of each sale and create the desire to return to the store again and again—all in real time, adding no extra staff.”

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