



ZEBRA CASE STUDY

Assisted shopping at Home Improvement Store

A leading European home improvement store pilots an assisted shopping solution using wireless Zebra® QL™ receipt and label printers to address multiple challenges. The store's merchandise managers wanted to address all their challenges at the same time and be able to scan everything at the checkout, including custom products. They wanted encourage associates to sell goods on the sales floor, rather than waiting for customers to buy. They wanted to leverage their investment in a wireless network, portable computers and printers, by using the same equipment to address their challenges.



Challenge 1

Custom products are processed manually, which makes payment difficult and expensive mistakes a common occurrence.

Application

Store associates equipped to measure, select and price can meet customers' expectations quickly and provide checkout staff with bar coded products to scan in the usual way.

Challenge 2

Customers with a home improvement project find it hard to create their shopping list so that they only have to visit the store once to buy all they need, and then find it hard to locate all the items in the store. Customer service staff are ill equipped, or only equipped with manufacturers' paperwork so that they find it difficult to assist customers with technical or other questions, especially where the customer actually wants help, in the aisle.

Application

Store associates equipped with a project calculator can measure, select and price a project quickly, and provide customers with accurate shopping lists and store guides for them to find the articles painlessly.

Solution

Store associates are equipped with Motorola's Symbol mobile computers and Zebra QL label and receipt printers. The mobile computers operate software designed by Multi-Channel Retail Ltd, which operates all their applications on the same device. Associates go through a series of simple menu options to assist the customer. This may include printing out a store map to locate an item that the customer wants. Or it may check on stock or verify a price.

Result

If the retailer can increase the rate of additional items purchased by just a few percent, the system is paid for in months.

Replication

What other stores could benefit from this technology?

Apparel stores who focus on customer service can offer similar applications on a mobile computer.

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.

(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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