

ANGLIA CO-OP INCREASES SALES

M-NETICS WORK WITH ANGLIA CO-OP TO DEVELOP A STATE-OF-THE-ART ASSISTED SHOPPING SOLUTION FOR ANGLIA CO-OP'S FURNITURE AND DEPARTMENT STORES UTILISING A WIRELESS MOBILE TABLET COMPUTER AND WEB BROWSER TECHNOLOGY.



CUSTOMER PROFILE

- Company**
- Anglia Co-operative
- Location**
- UK
- Industry**
- High Street Retailer
- Hardware**
- 130 Sumo Technologies mobile tablets with 8.4 SVGA screen
- Symbol WS5000 wireless infrastructure

THE CHALLENGE

Anglia Co-op was running a number of disparate systems in the business, some of them over eight years old and some of them paper based. In the furniture and department stores a large number of sales are conducted on the retail shop floor and this posed a number of challenges with the existing system set up. In a typical sales situation the customer would ask the sales consultant for a variety of information about the product or products they were considering.

This included stock availability, alternative colours, accessories, delivery costs and warranty options. As stock is constantly changing it was impossible for the sales person to know the answers to all the questions without having to leave the customer's side and look them up in one or more of the back office systems or price books.

Anglia Co-operative
to ether we make the difference

“WE HAVE A LONG HISTORY WITH M-NETICS AND THEY HAVE A STRONG TRACK RECORD OF DELIVERING EXCELLENT CUSTOMER SERVICE.”

Mark Ward, Business Systems Analyst for Anglia Co-op.

THE PROBLEM

It often took some time to provide answers for customers while they waited on the shop floor – this resulted in lost opportunities as customers didn't want to wait. Also, sales for services such as delivery or warranty upgrades were lost as the sales consultants were struggling to remember everything.

Anglia Co-op decided there must be a better way so spoke to M-Netics, the mobile computing specialist, to see what they could recommend. A strong relationship existed as M-Netics had already provided Anglia Co-op with a wireless system solution – ‘delete gap’. This solution used Symbol hand held terminals to conduct price checks, stock counts and gap analysis for the food business, so as a proven supplier they were the obvious choice.

“The solution has made the desktop portable. Our sales consultants no longer have to leave the customer's side and our customers no longer have to wait for answers”.

“This has resulted in a 100% increase in sales for certain items of our business and has also enabled us to deliver industry leading customer service which helps differentiate us from our competitors.”

For more information how M-Netics can supply a solution to simplify and manage many aspects of your in-store activity, please contact:

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or email: info@mnetics.co.uk

THE SOLUTION

M-Netics recommended the use of wireless mobile tablet computers as this would enable Anglia Co-op to get real time information from the back office directly into the hands of sales consultants on the shop floor. Due to the amount of information needing to be displayed many of the rugged PDA and tablet devices were not going to be suitable. M-Netics undertook a full market review to find the best device.

Sumo Technologies offered a mobile tablet which had all the functionality required and an 8.4 SVGA screen to display all the necessary information. Anglia Co-op developed a Customer Ordering solution in conjunction with M-Netics. This delivers all product information directly onto the Sumo device where it can be accessed instantly in real time on a Symbol WS5000 wireless switch RF network. Sales consultants now have information regarding each and every product on their mobile device which they carry around with them, so they will no longer have to leave the customer's side.

In addition to providing product information and stock availability, the device also prompts the sales consultant to encourage additional sales of products, whilst ensuring they include costs for delivery, offer extended warranties and customer address validation. Anglia Co-op has rolled out the solution to 20 stores with 130 Sumo devices. The configuration and installation of the Sumo device was project managed by M-Netics – to date the results are very positive.

THE RESULT

Analysis of the project has shown an overall increase in sales, the most impressive being an increase of over 100% on missed sales for items such as delivery charges. There has also been a dramatic reduction in delivery address errors since address validation was implemented as part of the solution.

