



SUMMARY



Customer

ABC Fine Wine & Spirits
Orlando, FL

LEVEL | IO

Partner

Level 10
Hoffman Estates, IL

Industry

Retail

Challenge

- Heightening customer engagement
- Delivering highly personalized service
- Efficiently processing click and collect orders
- Improving employee communications

Solution

- Outfitted each of the retailer's 125 stores with TC70 mobile computers
- Upgrading warehouse operations with Zebra wearables, ring scanners and mobile printers

Results

- Freed associates to engage with shoppers one-on-one
- Enhanced the overall in-store and Click and Collect shopper experience
- Increased inventory visibility and productivity levels
- Improved employee communications and collaboration

Seeing, Selling and Strengthening the Shopper Connection

Wine and spirits retailer steeped in a neighborhood-friendly culture leverages technology to connect staff with shoppers in the moment.

Challenge

ABC Fine Wine & Spirits' mandate to heighten customer engagement means store associates must be highly visible on the sales floor, approachable and ready to assist with reliable and up-to-date product knowledge. Abandoning a shopper, even momentarily to search inventory in the backroom or to confer with another associate, was not acceptable.

ABC set out to equip associates with powerful mobile tools and intuitive applications that free them up to engage with shoppers one-on-one in a highly personalized fashion. They also wanted to leverage the same technology to help efficiently process orders coming through its newly offered click and collect service, the ABC Express service that offers in-store pickup in two hours or less and the company's new delivery service planned for launch by holiday 2019.

Solution

The retailer deployed Zebra Technologies' TC70 mobile computers chainwide to 125 stores. Migrating to a new, more versatile Android operating system supports an array of user-friendly applications that ABC adopted immediately. The platform upgrade gives staff enhanced mobility around the store environment, streamlines communications between associates and management while paving the way for added functionality in the future.

Result

Highly intuitive TC70 devices were enthusiastically adopted by associates, enabling ABC Fine Wine & Spirits to fast-track full rollout to all stores — originally projected to take 24 months — with completion in just seven months. Enterprise-grade, user-friendly devices, with a smartphone like feel, freed associates once shackled to desktops to spend more time on the sales floor with customers, enhancing the shopping experience and employee satisfaction. Productivity gains and easier management of apps, the mobile device management product suite and security updates position ABC to expand its thriving in store and click and collect program while pursuing new customer-centric initiatives.

Powering Time-Honored Service with Mobile Technologies

With a rich heritage dating back to the early post-Prohibition era, Florida's ABC Fine Wine & Spirits possesses a unique perspective that only a long-time continuum affords. The critical importance of outstanding customer service has not changed; it's only the manner in which service is delivered that has evolved and ABC continually innovates to exceed shopper expectations.

As the Sunshine State's oldest and largest independent retailer of wines and spirits, ABC operates 125 retail locations from the Florida Panhandle to Miami. Customer-centric offerings include click and collect, catering and concierge services, in-store tastings and walk-in humidors along with a selection of gourmet foods, cheeses and snacks. Founded in 1936, the family-owned company is committed to honoring founder Jack Holloway's passion: to be a friendly neighborhood destination.

A Point of Distinction

The ABC Fine Wine & Spirits customer journey starts with an inviting store atmosphere — warm lighting, intelligent merchandising and clear lines of sight throughout to guide shoppers as they peruse an expansive selection of over 10,000 SKUs of wines, spirits, beers and other beverages. Still, customers come in need of personal assistance for some purchases; they arrive in droves during rush periods and their heightened expectations involve speed getting in and out of the store and sometimes mind-reading: "Can you help me find that new Cabernet wine that's so popular right now? I think there was a parrot on the label."

All these demands put extra pressure on store associates, expected to have answers and credible suggestions while multitasking. This is where Zebra's TC70 mobile computers have proved to be a valuable tool for assisting a shopper "in the moment" of decision on the sales floor. In the near future, the devices will enable associates to access product details not found on the label such as wine critics' scores, dry/sweet/tannins, food pairings and vintage-specific data linked to a QR code on a bottle of fine wine. Not everyone can be a sommelier, but access to good data is gold.

For some Millennial shoppers, social, environmental and geopolitical factors influence their purchase decision-making and it's hard to anticipate what questions may be asked. With its Android operating system, the TC70s swiftly grab answers to the most obscure questions via apps.

Should the easy process prompt an "Oh, heck, let's just get a case" request, the TC70s are used to check inventory on hand and the Push-To-Talk Express (PTT Express) communications enable



ABC associates to direct a colleague in the back room to bring product to the floor — all without leaving the customer's side. As a result, visibility of employees on the sales floor has greatly increased, said Walter Wroblicky, retail systems applications administrator, ABC Fine Wine & Spirits.

Informed, speedy and well-choreographed in-store interactions drive upsells, cross-sells, customer retention and loyalty. Shoppers who interact with associates in-store are 43 percent more likely to make a purchase than those going solo, and they spend 81 percent more than the average shopper.¹ This new efficiency frees up associates to assist more customers than was previously possible.

The TC70s were so well-received during initial stages of deployment that the chainwide rollout timetable was compressed from a projected 24 months to just seven months. Initially, ABC equipped each of its 125 stores with two devices; with rapid adoption, it added a third TC70 to 94 stores.

“It was like giving them a raise when we gave them the extra TC70 device,” said Butch Devlin, senior vice president, store operations, ABC Fine Wine & Spirits. “The TC70s are an important part of our business and we couldn’t function without them. We couldn’t be as successful or efficient without the TC70s.”

Fueling Omnichannel

In addition to enhancing associates’ visibility and personal service on the sales floor, Zebra’s mobile devices added to the success of ABC’s new Click and Collect express service available through their online website as ABC Express.

Retailers recognize Click and Collect is key to an omnichannel strategy that delivers an optimum shopping experience online and in-store especially with the rise of online retailers and the gig economy that delivers wine and spirits to shoppers’ doors.

ABC’s incoming ABC Express orders flow from the website to the POS, store associates use the TC70 devices for product lookup as well as to locate and pack merchandise prior to the customer’s arrival to collect their purchase. The device’s scanner verifies match of the product pcode to ensure ABC Express orders are accurate and complete.

Building a Smarter, Team-Oriented Culture

ABC Fine Wine & Spirits prides itself on nurturing teamwork in stores by equipping associates with knowledge and technology tools to accomplish tasks efficiently with confidence, and to support each other to deliver friendly, informed service.



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¹Sales associates play pivotal role in the shopper purchase journey: Mindtree study

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To that end, the retailer developed ABC University, its internal training app accessed via the TC70s. It's here again where the TC70s user-friendly interface plays an important role. Because the new Android-based operation system is app-focused versus the Windows-based solution it replaced, associates interact with screens that are intuitive and familiar, not unlike the apps they use on their free time. Such a versatile platform enables ABC to deliver training that is effective and easily updated.

"Having previously worked in stores, my drive and focus on developing the TC70 device was building apps that would add value for both the store associate and customer," said Wroblecky, ABC's app administrator. The underlying operating system has flexibility to change apps, modify apps, manage security updates and the whole device management product suite with ease.

Collaboration among store associates is the backbone for smooth operations and the arrival of the TC70s brought Zebra's PTT Express app for daily communications, untethering associates from their desktops. Also, unavailable prior to ABC's upgrade, daily communications are viewable via SharePoint, giving visibility to operational issues that may be in need of attention, so ABC can respond proactively.

Streamlining Tasks

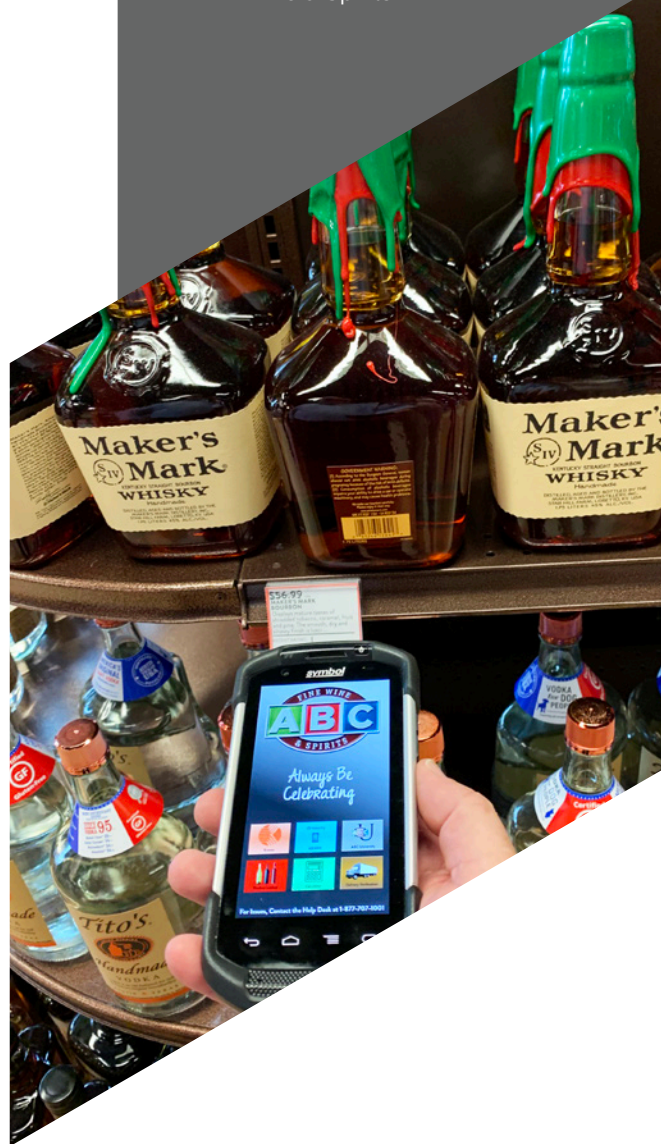
Functionality of the TC70s extends well into other operational areas of the family-owned company such as time-and-attendance, verification of deliveries to stores and the warehouse, too. Deliveries can be closed out on the floor — instead of creating a printout and manually checking inventory. Every minute a task is carried out via a mobile device is one more minute staff is out front where customers have visibility and access — or to mingle socially during in-store events like wine tastings.

"Helpful staff and great selection" are the hallmarks of shopping at ABC Fine Wine & Spirits, according to one shopper. "There are even wine experts to help choose something in your price range. With the assistance of the wine sommelier, I was able to find the perfect wine for a dinner party. I love coming here because I can get the best service."

Nonstop usage in the punishing environment typical of retail stores could shorten lifecycle for devices that are manhandled all day and inevitably dropped to hard floors or concrete outdoors while receiving trucks. Zebra's TC70 rugged design and superior construction made it the clear winner after ABC evaluated other less-robust devices. And the TC70s can't hide from the abuse — should a device get misplaced, ABC's technical support team, through AirWatch, pings the device to trigger a chirping audio signal so the TC70 can be located even if lodged between boxes in the back room.

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The TC70's keys can also be remapped to accommodate specific functions a retailer wants. In the case of the wine and spirits retailer, the circle key on the screen, usually used for viewing apps open in the background, was remapped to scan when pushed — and items can be scanned from 10+ feet away.

Future Next Steps

ABC is planning to add more applications to the TC70 to improve store operations. As part of this process, the retailer is exploring mobile point-of-sale (POS) on Zebra's TC70 computing platform. The flexibility to add another checkout lane on the fly — during rush periods when customer traffic spikes, such as after 5:00 p.m. and around big holidays — will be a huge win to capture more sales, keep hurried shoppers happy while optimizing the always-important interaction with customers. A store manager can open a new checkout lane simply by instructing an associate to abandon a less-crucial task to begin processing orders on the TC70 as a POS device.

ABC Fine Wine & Spirits has more technology enhancements on the horizon beyond the store. "We've been so happy with the upgraded in-store technology with the TC70 that we are partnering with Zebra to upgrade our warehouse technology with wearables, ring scanners and mobile printers," said Tina Burleigh, director of retail systems, ABC Fine Wine & Spirits. "As we aim to continue improving technology, we will definitely look to Zebra for assistance."

Hands-free scanning in the warehouse promises not only increased efficiency but also enhanced safety in what can be an unforgiving environment with so many moving parts. ABC deployed 100 WT6000 wearable devices in the warehouse to give employees powerful access to inventory information without relying on outmoded paper-based systems.

For ABC Fine Wine & Spirits, the opportunities for technology to assist both staff and shoppers continue to play out with new innovations in the pipeline — and even those not yet imagined. In the words of one customer advocate posting a review for ABC on Yelp that could easily apply to Zebra Technologies: "This place is like a candy store for adults!"



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To learn more about how Zebra's handheld mobile computer can help you better connect with shoppers, visit www.zebra.com/retail



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