



# Home Center Digitalized its physical retail revolutionizing store experience.



**GET TO KNOW FERREIRA COSTA, THE LARGEST HOME CENTER CHAIN IN THE NORTHEAST REGION - AND ONE OF THE LARGEST IN BRAZIL - AND HOW TC20 ZEBRA HAS TRANSFORMED THE RELATIONSHIP WITH ITS CUSTOMERS.**

## ABOUT FERREIRA COSTA

Founded in 1884, FERREIRA COSTA was born in Pernambuco and is among the 14 oldest companies in operation today, belonging to the family of the same surname. The chain's mission is to provide the best customer service and a variety in products and services. It is the biggest Home Center in the Northeast region of Brazil and, according to the ANAMACO (National Association of Building Material Traders) ranking of 2019, it is among the five largest home center retailers of the country.

FERREIRA COSTA has six megastores (Home Centers) in the states of Pernambuco (Garanhuns and Recife), Bahia (Salvador), Sergipe (Aracaju) and Paraiba (João Pessoa), in addition to the adjacent Distribution Centers to each store and a large distribution center under construction, offering a wide range of products and low prices to consumers. It also offers an E-Commerce ([www.ferreiracosta.com](http://www.ferreiracosta.com)), whose delivery area covers the entire country. Zebra is present and supports FERREIRA COSTA in all operations related to logistics and customer experience.

## Challenge

How to digitalize all customer service and build a unique shopping experience for customers? FERREIRA COSTA's team has to improve the experience of the thousands of customers who visit its stores every day by providing accurate product information at the front of store. Besides, with the growing number of orders from the E-Commerce channel, the movement processes and inventory management needs to be digitalized to ensure a fast and effective service from the logistics team.

FERREIRA COSTA team, together with HG Code Solutions, faced the challenge of increasing productivity and improving customer service.

The intention was, from the beginning, to adopt a cutting-edge and future-ready solution equipped with an operational system capable of talking with the native app developed by FERREIRA COSTA's IT (Information Technology) team and that ensures the efficiency in Distribution Centers (DC). Furthermore, this solution should be able to manage all the tasks from the warehouse and E-commerce channel.

## RESUME

**Client**  
Ferreira Costa LTDA.

**Location**  
Pernambuco, Brazil

**Industry**  
Building Material Reseller

## Challenge

- Digitize all the operation from stocking until product delivery to the customer;
- Reduce customer service time;
- Make available technical information about products for customers and store vendors;
- Allow service through mobile devices in the store;
- Increase effectiveness of the internal order picking, packaging and distribution processes;

## Solution

- *Mobile Computer TC20 Zebra*

## Implementation Partner

- **HG CODE Solutions**

## Results

- Higher productivity and process effectiveness;
- Reduction of customer service time;
- Rise of engagement of the sellers and clients in the store;

**“Ferreira Costa is a chain of stores highly recognized by its technical service and we found, with the TC20 Zebra, an ideal platform for the development of profitable and efficient solutions for the sale and also for logistics.”**

(Arthur Costa, Mobility Solutions - Ferreira Costa)

## CASE STUDY

Ferreira Costa - Home Center

After extensive testing, the company technicians have concluded that the **TC20 Zebra** all-touch screen mobile computers are the unique and best devices on the market that fulfills the needs of **FERREIRA COSTA**.

## Solution

**TC20 Zebra** Mobile Computer application has automated all the stages of store operations - picking, sorting, storing, and price checking, of the technical and descriptive product information on the shelves, and of the products in checkout. It also reduced the separation time and delivery of orders placed by customers through the **FERREIRA COSTA** E-Commerce channel.

Available in all-touch or keyboard format, it has the adequate visual, business features and the right price. This device is built to withstand impact or spillage. It features a PowerPack docking, integrated barcode reader and push-to-talk. A groundbreaking business tool that offers more to retailers: More time, more money, more sales, more productivity.

Warranty is **Zebra's** commitment. So much so that **TC20** devices have a three-year warranty with **Zebra OneCare Select** support package, which covers repairs and replacements in the event of failure or damage.



## Results

The **TC20 Zebra** Mobile Computer application increased the efficiency of the sales team because the seller now has, in the palm of his hand, all the information to deliver a better customer service as well as suggest complementary products to the salesman. Before, the seller was forced to move to the area computer with the customer, which eventually led to unnecessary query queues and waiting. With the seller equipped with technical information and online product stocks, the customer found a more human, responsive, and assertive customer service.

### Increases with you

The use of the **Android OS** combined with the several and innovative features of the **TC20** and the scalability of the device and others **Zebra** solutions will allow **FERREIRA COSTA** to achieve their ROI, because this mobile computer has several appliances that will make it ready for the future with the integration of several accessories and interfaces, according its sales volume grow. Ask for a **Zebra** representative today!

**“The TC20 Zebra's accessories, battery life, barcode reader and high-resolution display allow the seller to have, in the palm of his hand, all the information for a better service and a sales ticket increase.”**

(Roberto Fernandes, Sales Manager - Zebra)



The **TC20** is a robust, accurate, light, easy-to-operate (smartphone-like) device that guarantees to the team: ergonomics, agility, productivity, and a long battery life.

For more information, visit:

[www.zebra.com](http://www.zebra.com)



NA e Sede Corporativa  
+1 800 423 0442  
linquiry4@zebra.com

Matriz para Brasil  
+55 11 4130 8178  
contato@zebra.com

Matriz para América Latina  
+1 847 955 2283  
la.contactme@zebra.com