

TESCO

extra

Self-scanning a key loyalty driver for Tesco

"Scan as you Shop is very popular with our customers. It ticks so many boxes; being able to budget as you shop, saving time at the checkout as well as being a fun distraction for the kids."

Chris Phillips
Operating Model Director at Tesco

Background

Tesco was one of the first major supermarket chains to introduce self-service checkouts in the UK, aiming to improve service, reduce queues and achieve a more efficient operation.

Self-service checkouts have been a great success with around 40% of Tesco's 30m customers per week choosing to use them every day. It is mostly small-basket customers who choose to use self service checkouts.

Building on the success of self-service checkouts, Tesco looked into introducing Personal Self-Scanning (PSS) technology as a logical next step in their desire to improve the overall shopping experience.

SAYS - Scan as you Shop self-scanning solution

Tesco introduced this innovative shopping concept to their customers in January 2010, the aim being to make the shopping trip for customers more enjoyable. The solution was first piloted in 5 of their stores to assess the customer reaction and to make sure the shrinkage risks were fully understood and controlled.

At the entrance to the store, shoppers identify themselves via their Tesco Clubcard and take a device from the scanner wall. Customers then use this hand-held to selfscan the barcodes on the products before placing them into their trolley. Having finished their shopping trip, the customers then proceed to the dedicated self-service checkout to complete their shopping.

With the new relaxed shopping experience offered by Tesco, their customers no longer have to unload their groceries at the checkout belt and re-pack them after payment. The checkout process now becomes convenient and very quick - customers simply scan and pack as they shop, all they have to do at the checkout is pay which saves a lot of time and stress.



Basket size (value)



Basket size (number of items)

Plus, they no longer have to wait in long queues! The hand scanner helps customers to manage their budget since it always displays a running total of all items scanned, including the promotions and discounts. And self-scanning also keeps the kids amused!

Thanks to how successful it has been and positive feedback from their shoppers, Tesco have made the decision to roll out the self-scanning technology to over 300 of their stores throughout the UK. The solution is powered by the combination of the My-Scan solution from Re-Vision and Zebra MC17T retail mobile computer.

A guide to simple scanning

1 Scan your Clubcard to release the handheld scanner and start shopping

2 Scan and pack your items as you go

3 Pay at the Sca Shop payment



Sally Marriott, Retail Development IT Director at Tesco, comments on why this has been their choice for the rollout:

"The decision to proceed with Re-Vision and Zebra was made after considerable research into the solution. The value they bring to the project is in their expertise in personal shopping solution implementation and by a scalable, enterprise-class solution and experience in working with large retail organizations. These factors, coupled with strong cooperation made the project very straightforward and we are confident that our partnership will continue to be successful".

Some customers commented that they were afraid to use the system because they do not understand it. Tesco have trained their colleagues to pro-actively approach the customers in the store and explain the system to them in order to address this.

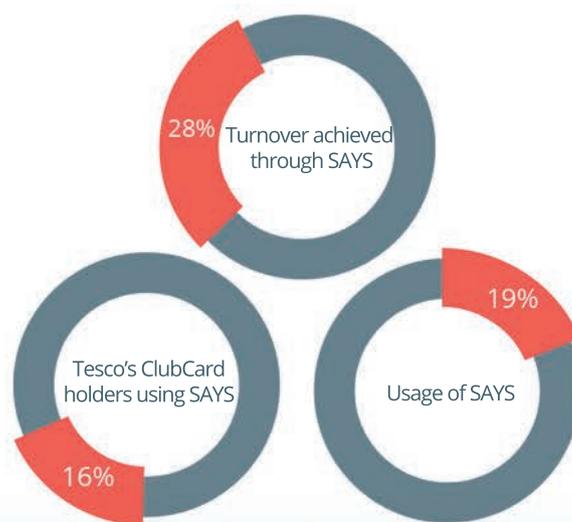
Future

Michel Haagmans, the CEO at RE-Vision, comments: "In today's world, the retail market is becoming progressively dominated by multi-channel. Consumers are increasingly changing their shopping behaviour migrating to online, so we see retailers looking to integrate the physical buying experience in their stores with the e-commerce solutions to offer customers the best possible service. One of the major challenges here is to ensure seamless communication and similar user experience across all channels. In order to blur the border between the physical and the digital shopping experience, Re-Vision offers a platform to ensure solid technical integration between the different interaction opportunities retailers have with their customers".

Results

As of today, Scan as you Shop is used by over 700,000 customers across c. 300 stores. The service is recognised for boosting customer loyalty—according to analysis, the enhanced shopping experience makes customers more loyal to Tesco. When asked what they liked about Scan as you Shop, customers commented that it makes their shopping trip quicker and easier, and gives them more control of their in-store shopping trip. They recognized that self-scanning beats the other checkout types in speed and convenience.

The increase in loyalty and frequency of visits is proven by the sales uplift observed in all the stores where SAYS has been implemented. Over half of SAYS users are premium, large-basket customers, spending almost twice as much as the average through staffed checkouts.



Best-store results



About Re-Vision

With over 10 years of retail experience, Re-Vision is the leading global provider of mobile self-scanning solutions, holding the largest market share with more than 110.000 hand terminals live in the daily customer environment. With Carrefour, Tesco, Coop as customers, we have a proven track record of delivering business value to the largest retail organisations. Having listened to their requirements, Re-Vision launched the new Omni-Channel Platform to enable interaction with shoppers via multiple touch-points: hand-scanners, smartphones, tablets and laptops.

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