



Leading Supermarket Increases Loyalty With In-Store Scanning

ABOUT CARREFOUR BELGIUM

Carrefour Belgium is part of the Carrefour Group, the second largest distribution group worldwide with more than 9,500 stores operating in 32 countries and over 400,000 employees.

Carrefour Belgium has around 660 shops in three different formats: Carrefour Hypermarkets, Carrefour GB/ Market supermarkets and the Carrefour Express-shops. Carrefour Belgium employs around 11,500 people.

Challenge

Carrefour Belgium is committed to continuously improving the customer experience. As part of this drive it identified the opportunity to introduce self-scanning of products for customers. As Mr Simons explains: “Our main goal was to make the shopping trip quick and enjoyable, from the moment our customer enters the store until the check-out.”

Other objectives for the project included offering customers personalised greetings on the scanner (based on a scan of their loyalty card). Carrefour also recognized that self-scanning could generate efficiencies throughout the store, enabling staff to focus more time on helping customers enjoy the shopping experience.

SUMMARY



Customer
Carrefour Belgium



Partner
Re-Vision B.V.

Industry
Retail

Challenge

Carrefour Belgium wanted to introduce self-scanning for customers

Solution

- Zebra MC17T Retail Mobile Computers
- My-Scan from Re-Vision

Results

- Increased customer loyalty and attracting new shoppers
- Faster and easier checkout
- More opportunities for cross-selling and up-selling
- Improved staff efficiency and productivity



Solution

Following extensive market research and a thorough selection process, Carrefour Belgium selected the My-Scan software solution from Re-Vision running on Zebra Technologies' MC17T retail mobile computers.

The My-Scan system is fully integrated with Carrefour's Point of Service (POS) system to ensure seamless day-to-day operation. My-Scan is developed, and continually updated by Re-Vision to support a very high volume of transactions, and deliver rich functionality to meet the complex needs of large enterprise organisations. The software provides a centralised control dashboard for Carrefour Belgium. This means that the fleet of devices and information presented on them can be easily monitored and remotely controlled from headquarters.

From the customer's perspective, the system works as follows. They pick up a handheld Zebra retail mobile computer from a wall bracket when they come into the store. Those with a loyalty card can scan this with the computer to receive a personalised greeting on-screen such as "Welcome Mr. Smith." Customers scan barcodes on products they

have selected before placing them into their trolley. Having finished shopping, the customer proceeds to the dedicated self-service or traditional checkout.

Carrefour developed a special marketing programme to ensure customers were aware of the benefits of self-scanning.

Results

Customers can enjoy a more enjoyable, faster shopping experience, scanning and packing as they shop, no longer needing to unload and re-load their groceries at the checkout and also having the option of using a self-scan checkout. Checkout queues have reduced.

The handheld scanner also helps customers to manage their budget by displaying a running total of all items scanned. The clear and simple display shows a list of all items and customers can scroll up and down to check their purchases.

At a business level, Carrefour's staff have more time to focus on serving customers around the store, helping them during their shopping trip and through the checkout process. Loyalty is rising as existing customers return to the stores more often. And sales are rising too because customers are moving from retailers that do not offer self-scanning.

During the next phase of the project Carrefour Belgium is planning to implement promotions that will be communicated to the customer directly on the scanner screen. Also, self-scanning will be used as a platform for developing future in-store innovations.

"As part of our drive to continually enhance the customer experience we set out to deploy self-scanning technology in our stores. After extensive market research and an in-depth selection process, we chose the Zebra MC17T retail mobile computer powered by the My-Scan solution from Re-Vision to support the roll-out. This best-of-breed combination has provided us with the required functionality and integration flexibility."

Walter Simons,
Director Business
Solutions IT-
Stores, Carrefour
Belgium

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