



Delivering Discounts To Shoppers' Smartphones

ABOUT GO OUTDOORS

GO Outdoors is the UK's largest retailer of outdoor and sporting goods. The company's 41 stores sell a vast range of products from camping, fishing and cycling equipment to specialised clothing, footwear and accessories. GO Outdoors has a large and loyal customer base and runs a very successful discount card scheme that offers at least ten per cent off everything in-store. Thus far, well over 1 million customers are members and the number is constantly growing.

Challenge

GO Outdoors' customers often forget to bring their discount cards with them when they go shopping. If this happens staff have to manually search the database for customers' details to apply their discount.

GO Outdoors wanted to make this process quicker and easier for customers and staff. A smartphone app seemed the obvious solution providing it could meet a number of objectives: the app needed to be easy for customers to use and reflect the company's very distinctive brand identity; GO Outdoors wanted to send discount coupons direct to customers' smartphones; and the solution had to connect seamlessly to its back office ERP application.

SUMMARY



Customer
GO Outdoors, UK

Partner
 mobilize
Mobilize

Industry
Retail

Challenge

GO Outdoors wanted to make it quicker and easier to validate customers' details when they forgot their discount cards

Solution

- Zebra DS4208 handheld imagers

Results

- Store staff save time, no longer having to manually search for customers' details
- Distributing discount coupons via the smartphone app costs less and is faster than sending paper coupons by post
- Customers are happier, as price labels are scanned much faster, reducing waiting times at the tills. Also, customers don't have to worry about losing or forgetting discount cards
- The solution is scalable as the Zebra imagers can read 2D barcodes on paper, mobile phones and computer screens, so app barcodes and product labels can be upgraded without having to invest in new imagers



Solution

After looking at proposals from a number of partners, GO Outdoors decided to go with the recommendation of Mobilize, specialists in mobile customer engagement. Mobilize really understood the business objectives of GO Outdoors, presenting a clear idea of how the first fully integrated smartphone-based retailer loyalty programme in the UK would work.

In conjunction with GO Outdoors, Mobilize developed an iPhone app that reflects the company's unique brand identity. The app stores customers' discount card details, and allows discount coupons to be sent directly to shoppers' smartphones and redeemed with a simple scan at the till.

GO Outdoors then extended its middleware to accommodate the app's data requirements. The company's tills already communicate with its back office ERP system via a central server so the app was connected in the same way.

A key part of the project was the replacement of the GO Outdoors estate of 1D laser scanners. The old devices were unable to read barcodes on smartphones due to the reflection that the laser encounters from phone screens. Mobilize recommended that GO Outdoors deploy

Zebra Technologies' DS4208 handheld imagers. The devices are easy and comfortable to use and capture 1D, 2D and PDF417 barcodes on paper, mobile phones and computer screens. GO Outdoors installed Zebra DS4208s across its 41 UK stores.

Results

The project is delivering a range of business and customer service benefits.

Time savings are considerable as GO Outdoors staff no longer need to trawl through the database to find customers' discount card numbers: they simply scan the barcode on their smartphone and the reduction applies instantly. Sending discount coupons via the smartphone app is considerably cheaper and faster than mass mailing paper coupons.

Productivity levels have increased also as the DS4208s are much faster and more user-friendly than the old scanners. For instance, the DS4208s' omnidirectional scan pattern – that captures barcodes from a distance or awkward angles – mean that sales teams do not need to walk around the front of the till when scanning bulky items.

Customers are delighted with the app as they no longer have to worry about bringing discount cards or coupons with them. Waiting times at tills have also reduced considerably.

The system is ready for the future, with GO Outdoors already considering an Android app. Additionally, the DS4208 imagers can read 2D barcodes and QR Codes, so GO Outdoors can invest in barcodes and labels that hold more data without having to update its scanners.

“Our staff are delighted with the new system. The new, easy to use handheld imagers allow them to quickly scan barcodes from a distance or at awkward angles – they can even read barcodes on torn labels or through cracked smartphone screens.”

Russel Bennett,
Head of
Marketing,
GO Outdoors

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