



# Leading Retailer Wins Award With Its Personal Shopping Solution From Zebra Technologies

## ABOUT COOP ESTONIA

Coop Estonia (Coop Eesti) is one of the leading retail groups in Estonia, with a 21% market share. The company was founded in 1917 and is 100% owned by Estonian consumers. Headquartered in Tallinn, Coop Estonia has 19 consumer cooperative societies consisting of 293 grocery stores and 250 chain stores (Maksimarket, Konsum, N and O), as well as 21 construction goods stores (E-Building Centre), employing approximately 4,400 employees throughout the country. The company generated revenues of 464.5 million Euro in 2014.

## Challenge

Coop Estonia realised the need to introduce a Personal Shopping System (PSS) several years ago; Estonia is a very competitive retail market and a developed market for PSS solutions. Drivers included Coop's desire to be innovative and be able to offer a competitive differentiator to customers; it wanted to personalise and improve its customers' shopping experience. It also needed to address throughput issues at peak times at stores with a high footfall and reduce dependency on cashiers, as it is difficult to recruit checkout staff, especially in cities.

Coop first invested in a PSS Solution in 2014 at two of its Konsum brand stores. However, take-up was very limited, with user rates only running at 4–5%. Coop realised the need to deliver a first-class PSS system, with effective marketing, best-in-class devices and dedicated staff on hand to assist inexperienced shoppers.

## SUMMARY



**Customer**  
Coop, Estonia

**Industry**  
Retail

**Challenge**  
Coop Estonia wanted to offer an innovative and personalised customer shopping experience, increase customer loyalty and spend, and improve operational efficiency, especially at peak periods

**Solution**

- Zebra MC18 Personal Shopper
- Zebra QLN Series Mobile Printers
- Zebra MC3200 Series Mobile Computers
- Zebra OneCare Service Package

“Our vision is to be the organisation with the largest number of satisfied members and loyal customers in Estonia. To do this we need to be offering our clients alternative, innovative and better shopping experiences. Knowing that PSS solutions are preferred to SCOs in the Estonian retail market, we trialled PSS a few years ago. However, we didn’t have the right concept or the right devices, as the competitor devices were uncomfortable to handle and not easy to use. Now we have deployed Zebra MC18s in store and successfully marketed our NUTIKASSA PSS solution, it’s taking off. On average, over 20% of customers are using our PSS already and we have just won an award for our solution. The Zebra devices offer the best performance and form factor on the market. And the Zebra team has been very supportive in helping us make NUTIKASSA successful.”

Priit Peterson, Development Director, Coop Estonia



## Solution

Coop has now launched a combination of PSS and self-payment kiosks in its busiest stores, choosing the right bespoke solution for each outlet, depending on usual transaction size and footfall. Coop already knew and trusted the performance and reliability of Zebra Technologies devices, having previously deployed Zebra’s MC32 mobile computers for inventory control. It once again turned to Zebra and has currently deployed 64 MC18 devices per store, with more due to be deployed once Coop achieves its current target of a 30% adoption rate by daily shoppers. Its PSS solution is called NUTIKASSA, which translates from Estonian as ‘smart checkout’.

Store staff also use Zebra QLN mobile printers to print out price reduction and promotional labels, which can be scanned by the MC18s, too. It is this attention to detail, and ensuring that the PSS solution really does work for shoppers, which has helped to make this deployment such a resounding success. The Zebra hardware is also protected by a Zebra OneCare plan, which covers all normal wear and tear and accidental damage and ensures Coop’s PSS system remains fully functional.

NUTIKASSA has also been supported by a very targeted and informative advertising and marketing campaign, with the aim of really educating customers (for example, to pack their bags whilst scanning to save time at checkout): something which had not necessarily been done by local competitors previously. The way Coop has implemented NUTIKASSA – from the messaging and branding, to the hardware and the layout of the checkouts – ensures customers are engaging with the PSS.

## Results

Coop Estonia knew, when it took the decisive step to develop its PSS, the implementation needed to be successful; and it has been, with Coop Estonia winning an award from a highly rated, local newspaper, which tested the different self-service solutions available in Estonia. The Coop PSS self-service solution was rated the most comfortable and the best. Key to this success has been the selection of Zebra’s MC18, which is the best scanner Coop found on the market. Customer feedback has been exceptionally positive, specifically citing points including the MC18s are much more comfortable to hold and easier to use than competitor devices, they are attractive and reliable with and a very fast scanning speed and a long battery life. IT staff appreciate the MC18s for their robustness and functionality and the fact they can be easily configured to integrate with other applications and software.

### Results

- Shoppers love the robust, ergonomic MC18s and are impressed by the scanning speed, resulting in 22% usage and growing
- Customers enjoy a quicker enhanced shopping experience, with an average total checkout time being reduced to circa 2 minutes
- The NUTIKASSA PSS solution presents an innovative and modern image for Coop Estonia
- The solution is increasing customer loyalty, basket size and customer spend
- PSS addresses operational issues such as the challenge to recruit checkout staff and the target to reduce queues during peak shopping times
- Coop Estonia will achieve a rapid ROI through reduced labour costs and expected increase in customer numbers and spend
- Coop Estonia has recently won a newspaper award for the best and most comfortable Self Service solution in Estonia



Thanks to the marketing campaign and dedicated staff to assist in store, Coop shoppers understand how to use NUTIKASSA; and they can enjoy a quicker, enhanced shopping experience, with very fast checkout. The PSS solution is increasing customer loyalty, basket size and customer spend and Coop expects to boost store visits and attract a new generation of shoppers with its offering. Coop has already seen adoption rates quickly increase from 5% to 22% and is on target to achieve its aim of a 30% adoption rate and roll out the solution to further stores. Ultimately, the higher the acceptance and usage rate for PSS, the faster the ROI.

NUTIKASSA is addressing numerous of Coop's operational issues, such as checkout staff acquisition and retention and its target to reduce labour hours and checkout queues - with an average PSS total checkout time being reduced to circa 2 minutes. It is helping Coop position itself in the Estonian market as a modern, innovative retailer.

And, moving forward, Coop is looking to increase the functionality of the PSS to include applications such as e-coupons for discounts and promotions, special and targeted campaigns, mobile payment, store navigation and a shopping list feature, as well as back office data analytics.

**FOR MORE INFORMATION, PLEASE VISIT: [WWW.ZEBRA.COM/PSS](http://WWW.ZEBRA.COM/PSS)**



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