



Dutch Technical Wholesaler Launches Zebra Technologies Self-Scanning For Wholesale Customers In The Netherlands

ABOUT WILDKAMP

Wildkamp started up as a technical wholesaler in 1972; its head office is in Lutten, Eastern Netherlands. It has since grown into a dynamic, experienced company with 46 branches across the country and a recently updated web store which stocks over 100,000 technical product lines. Wildkamp has an excellent supply chain, delivering orders and goods to customers and branches on a daily basis from its modern distribution centre. Wildkamp prides itself on being an innovator and delivering expert professional advice and optimal customer service. It is now part of the Jarola group.

Challenge

CaptureTech provides solutions in AUTO ID, RF, RFID, Vision and Voice Recognition. CaptureTech is a Zebra platinum partner who has been working with Zebra for over 15 years; it had previously deployed handheld devices at Wildkamp's warehouses and stores. In the latter, the aim was for staff to use the

handhelds for stock checks and reordering and customers to use the handhelds for self-scanning; however, although shop employees utilised the solution, there was very little uptake of the self-scanning implementation as the devices were complicated and not user-friendly.

Wildkamp has since refreshed its fleet of devices in its warehouses with the latest in the range of mobile computers from Zebra Technologies. It also approached CaptureTech to research the new self-scanning technology that had come onto the market, as it had seen the adoption and benefits of self-scanning in the supermarket retail sector. Wildkamp wanted to replicate this successful model in its wholesale stores, with a view to enhancing the shopping experience and cutting checkout waiting times at the early morning and late evening peak periods. It tested devices from two companies and selected Zebra's MC18 Personal Shoppers.

SUMMARY



Customer
Wildkamp



Partner
CaptureTech

Industry
Wholesale

Challenge

Wildkamp wanted to deploy effective self-scanning in store, to cut queues at peak times and enhance the shopping experience

Solution

- Zebra MC18 Personal Shopper Series
- 5-Year Essential Zebra OneCare Service Contract
- Bespoke SignalRF® software from CaptureTech
- Wavelink Avalanche Enterprise Mobility Management

Results

- Easy-to use, ergonomic device, with excellent battery life, wireless connectivity and best-in-class omnidirectional scanning
- Very positive feedback from users
- Same device can be used by both customer and staff for different in-store tasks
- Self-scanning and automated customer file creation leads to significant time savings and reduction in checkout queues at peak periods
- Quick, easy, seamless deployment and installation
- Fast ROI



Solution

Wildkamp is pioneering the launch of self-scanning in the wholesale sector in the Netherlands. It chose the Zebra MC18 as the device holds such a strong market share in the supermarket sector in the country; consumers already know, like and trust Zebra's MC18. CaptureTech delivered a turnkey solution, deploying devices with training at one site, from where the solution was rolled out to all Wildkamp's 50 stores seamlessly, and within a month. Wildkamp has heavily promoted its self-scanning solution in its marketing: online, print and in store.

The MC18s run bespoke software from CaptureTech on Windows. CaptureTech's team of software developers has tailored its Windows-based SignaRF self-scanning applications for retail to suit Wildkamp's requirements for the wholesale market. Wildkamp wanted clean, easy-to-follow software, without the personalised messages, loyalty schemes and targeted promotional offers that traditionally play a role in retail self-scanning. The MC18s are wirelessly connected to Wildkamp's back office and POS systems and, when customers shop with the MC18, each time they scan a barcode, whether a product or shelf label, detailed, professional product information comes up on-screen: for example, pricing and which machines a part is suitable for. Shoppers also see a range of photos for each item, check stock availability and can select the number of units they wish to purchase; a running total of their shop is shown on-screen.

On arrival at checkout the customer gives the scanner to the cashier, who scans the POS barcode and the customer card; a customer-specific file,

including the correct name, address and discount percentages, is then created on the MC18 and uploaded to the POS. This saves significant time inputting codes or cross-checking in catalogues. Smaller, lighter items that the customer has collected whilst moving around the store can be immediately processed and packed; larger, heavier items are quickly delivered from the store depot to the POS.

Shop floor staff also use the MC18s in store: firstly, as they accompany customers around the site to offer advice and find a solution; secondly, as they access the hidden menu for stock checking, reordering and inventory runs.

Wildkamp updates its database with the latest information on product lines, pricing, item details and photos every night. In turn, CaptureTech remotely updates and maintains the MC18s every night using Wavelink Avalanche, a remote management tool which Wildkamp had already deployed. Wildkamp has a Zebra OneCare Service Contract combined with a query hotline to CaptureTech's technical team, to ensure the MC18s remain fully operational at all times.

Results

Marc Zijnghe, head of ICT at Jarola, summarises: "We can immediately see a clear difference. Employees know how to handle the devices but, more importantly, customers do too. They have first-hand experience of the self-scanners from the supermarket. Our scanners are the same, just the latest generation." Indeed, users have embraced the self-scanning solution, praising the MC18s for their ease of use, ergonomic design, high-performance omnidirectional scanning, and excellent battery life and wireless connectivity.

Wildkamp is seeing a good return on investment, as the same device can be used by both customers and staff and the self-scanning solution is saving time for customers, raising productivity for staff and reducing queues. All this leads to an enhanced shopping experience and engenders customer loyalty and repeat business. There is no doubt that other wholesalers will also start deploying self-scanning in the near future.

"Zebra's MC18 delivers a new level of customer service and productivity. Both clients and staff use and trust the MC18 in the supermarket environment, so it's a natural progression to deploy the same robust, reliable and user-friendly devices in our wholesale stores too. The MC18s enable the immediate and accurate capture of any barcode, even if damaged or poorly printed; customers can shop quickly and with correct up-to-date product information at their fingertips; store teams can check stocks and reorder efficiently and simply. We are delighted with the deployment, which has seen an excellent uptake."

Jeffrey Plaggenmarsch,
Marketing and Communications,
Jarola

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM



EMEA Headquarters | zebra.com/locations | contact.emea@zebra.com