



Self-Scanning Enhances The Shopping Experience

ABOUT MIGROS

Migros is Switzerland's largest retailer. The Migros Group operates in five strategic business areas – cooperative retailing, trade, industry and wholesale, financial services and travel. It employs over 87,000 staff and has an annual turnover of circa CHF 25 billion. It is the best-known brand among Swiss consumers, according to a recent BrandAsset™ Valuator study.

In 1997 Migros launched the customer loyalty card 'Cumulus'. The scheme comprises approximately 2.7 million cardholders, one third of the country's population. These customers can now also use the self-scanning system, 'Subito', which is being rolled out to an increasing number of Migros stores.

Challenge

Migros was aware that other supermarket chains had already introduced self-scanning. And that many of its customers were looking for a faster, easier way to shop and to avoid checkout queues at peak shopping times.

So Migros decided to pilot self-scanning for larger shopping trips, and self-checkout for smaller purchases. For self scanning, Migros required an intuitive, user-friendly system, which could link to its ERP system. Moreover the scanners needed to be reliable, robust, comfortable to hold and very easy to use for first-time shoppers of any age. They had to have an excellent battery life, a very efficient barcode scanner and a strong wireless connection, to ensure effective data transfer.

SUMMARY

MIGROS

Customer

Migros, Switzerland

OBRECHT

WAAGEN SYSTEME

Partner

Obrecht Technologie AG

Industry

Retail

Challenge

Migros wanted to roll out self-scanning at its stores for an improved shopping experience

Solution

- Zebra MC17T Retail Mobile Computers
- Zebra MSP3 Service Platform

Results

- Over 40% of customers now use self-scanning at peak times
- Enhanced, faster shopping experience
- Greater customer satisfaction and resulting customer loyalty
- Real-time information at the push of a button
- Improvement in QOS



Solution

Working in close collaboration with its partner Obrecht Technologie AG, Migros selected Zebra's MC17T Retail Mobile Computers for Subito. Migros chose these scanners as they are robust, reliable, very easy to use and it had seen them successfully deployed at other supermarket chains. Despite limited publicity, 14% of customers immediately started using Subito in a 9 store pilot programme, with user numbers rising to over 25% during busy periods. So it was decided to roll self-scanning out to other Migros stores.

IBM's VisualStore POS software is installed on the Zebra MC17Ts. As such, each MC17T has full mobile POS functionality, which enables efficient, fast shopping and checkout operations. The terminals also link via the in-store wireless network to Migros' ERP system.

The technology empowers customers. At the shop entrance, they scan their Cumulus card and take a Zebra MC17T from the scanner wall. They scan the barcode of the products they select and place them straight into their bags, managing their shop through the intuitive user interface and the six buttons on the MC17T. Shoppers have a constant real-time overview of their purchases, Cumulus points total and

expenditure. At the exit, the customers no longer have to unpack their bags; they simply return the scanner, scan their Cumulus card at one of the dedicated payment stations and pay by credit or debit card.

Migros has deployed the Zebra MSP3 Service Platform to centrally configure, manage and monitor its fleet of Zebra MC17Ts from its IT support centre based in Dierikon near Lucerne. This reduces costs, saves time and allows for simple system development. If a device needs servicing, Obrecht Technologie AG offers first level support for hardware repairs, with Zebra offering final level servicing and repairs.

Results

The launch of Subito has been a resounding success. Customers have embraced the new technology, with over 40% of customers choose self-scanning during peak times. Subito allows customers to remain in control of the whole purchasing process, as they can now effectively budget and organise their purchases and packing. The payment process is fast and simple, lasting on average only 30 seconds. Additionally usage of self-scanning reduces standard checkout queues. The final impression of the shopping trip is a positive one and this engenders customer loyalty.

The MC17T mobile computers are exceptionally easy to use and have a large colour display and an excellent battery life. They are very robust and reliable, even under intense peak time usage. Self-scanning also frees up some of the store staff from traditional checkout work, so they can give better customer service. As such, shop floor QOS is increased.

"Our customers were obviously ready for Subito, with an average of 25% of clients using self-scanning. So we needed really reliable, industry-standard robust scanners. Zebra's MC17T is perfectly suited to high volume self-scanning and fulfils all our needs."

Hans Schwarz,
Migros IT-Services

FOR MORE INFORMATION, PLEASE VISIT WWW.ZEBRA.COM

