CARREFOUR BELGIUM INCREASES LOYALTY WITH IN-STORE SCANNING

CARREFOUR BELGIUM

Carrefour Belgium opened its first store in 1860 under the name Bon Marché. The company has always been synonymous with great customer service. In-line with its on-going commitment to improve the customer experience, it set out to deploy Re-Vision's 'My-Scan' self-scanning technology. Initially piloted in one store, the system – supported by a high profile marketing campaign – quickly gained popularity. Consequently, in March 2010 Carrefour rolled out the service to other hypermarkets and supermarkets across Belgium. As well as the self-scanning facility, the technology is integrated with the company's loyalty card scheme. Customers can use the scanner to identify themselves and are presented with a personal greeting on-screen. The technology is delivering a range of advantages: customer loyalty and sales are increasing as people return to stores more often and move to Carrefour from nearby retailers that do not offer self-scanning. Loyalty is driven by the convenience of the technology; customers can pack their bags in their trolley as they move through the store to save them time at the check-out where they can opt to pay using automated tills. They can also see a running total of the cost of their shop as they go, while the optimized flow of customers through the store ensures queues are shorter at all checkouts even during busy times.

CUSTOMER PROFILE

Company
- Carrefour Belgium

Industry
- Retail

Motorola Hardware
- Motorola MC17T
  Retail Mobile Computers –
  up to 200 terminals per store

Partner
- Re-Vision B.V.

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Belgium

THE SOLUTION

Customer self-scanning with Motorola Mobile Computers

Following extensive market research and a thorough selection process, Carrefour Belgium selected the My-Scan software solution from Re-Vision. For the scanners, it opted to use Motorola's MC17T retail mobile computer.

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 organizations. 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.

Software/Applications

My-Scan self-scanning software from Re-Vision delivers a range of applications:

- **Personalised greeting**: Customers scan their loyalty card to receive a personalised greeting on their scanner's screen.
- **Self-scan**: Customers can self-scan products to check prices and pack goods as they shop.
- **Automated checkout**: Self-scan customers can pay at automated terminals.
- **Remote control**: Carrefour can monitor the scanners and update content remotely.

Benefits

- **Increased loyalty**: Customers return to the store more often.
- **Optimized customer flow**: Faster checkout times mean that every store is able to process more customers.
- **Increased revenue**: Customers are transferring from nearby competitors' stores that don't have self-scanning.
- **Cross-sell and up-sell**: By directly showing promotions on the screen, self-scanning encourages cross-sell, up-sell and impulse buying.
- **Checkout convenience**: Customers avoid being put under pressure to place goods on the belt and re-pack them quickly.
- **Staff efficiency**: Self-scanning means more staff are available to assist the shoppers, taking them to the products they are looking for or helping at the payment kiosks, for example.

From the customer's perspective, the system works as follows. They pick up a handheld Motorola retail mobile computer which is available 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," which the customer finds very attractive. The computers are used to self-scan barcodes on products before placing them into their trolley. Having finished their shopping trip, the customer proceeds to the dedicated self-service or traditional checkout to complete their shopping.

To support the technology's introduction Carrefour developed a special marketing programme to ensure customers were aware of the benefits of self-scanning.

THE BUSINESS VALUE

Modern solution, greater competitiveness, improved customer satisfaction

Customers now benefit from a higher level of service because of the convenience of shopping with self-scan. They are now able to scan and pack as they shop and they no longer have to unload and re-load their groceries at the checkout. The checkout process is eased because of the dedicated self-scan checkouts; the self-scan shopper does not need to wait in line, but simply pays in their preferred way, and is ready to go.

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 what they have scanned. The whole experience for the customer is both quick and enjoyable.

At the business level, Carrefour's staff are more effectively focused 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 the technology. Key to the improved customer experience is the fact that customer flow has advanced so that checkout queues are reduced.

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.

COMPANY

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 more than 400,000 employees. The Group's total turnover in 2010 was 112,245 M€ including V.A.T.

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. Its total turnover in 2010 was 4,948 M€ including V.A.T.

Re-Vision

Re-Vision B.V. is one of the leading providers of mobile Self-scanning solutions. Benefiting from over 10 years of development and investment around retail best practice CRM principles, their core solution My-Scan became the market leader for Self-Scanning and Loyalty/CRM systems and is successfully implemented at the leading European retailers, such as Carrefour, Tesco, Coop, and others. Re-Vision is headquartered in the Netherlands, with its global presence further strengthened by a worldwide network of partners. www.re-vision.nl

For more information on how Motorola's MC17T retail mobile computer can improve your retail experience please visit us on the web at www.motorolasolutions.com or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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