



NZ supermarket chain modernises its scan-as-you go systems with Zebra Technologies

Fast and consistent checkout experience for Pak'n Save shoppers

Foodstuffs Wellington is a wholly Kiwi-owned co-operative founded in 1922. Renowned as New Zealand's biggest grocery distributor with PAK'n SAVE, New World and Four Square, Foodstuffs is one of the country's largest organisations employing more than 30,000 people nationwide.

PAK'n SAVE follows a food warehouse format unique to New Zealand supermarket shopping, where products are purchased and stocked in bulk. This means an overall cost savings to its customers and helps deliver New Zealand's lowest food prices.

Challenge

IMPROVING CUSTOMER EXPERIENCE AND LOYALTY

PAK'n SAVE believe in treating its biggest customers as any airline would, with a rewarding experience that fast-tracks checkout and shaves time off the whole shopping experience. However, many supermarkets fail in this department, often punishing those customers with full trolleys by making them wait in long checkout queues. This has resulted in grocery shopping becoming a burdensome task for those who spend the most in store, an issue that didn't make sense to PAK'n SAVE.

The challenge was to reach the next level of customer satisfaction and introduce a shop-and-go experience that is more efficient, accurate and user-friendly than ever before.

As part of its drive to continually enhance the customer experience, Foodstuffs set out to update its self-scanning technology instore.

Working in close collaboration with its partner Mobicco, Foodstuffs selected Zebra's PS20 handheld scanners to support the roll-out.

Aldas Palubinskas, Managing Director of Mobicco, has overseen all elements of the self scan solution, including software development, implementation and maintenance of Zebra's handheld scanners. Palubinskas explains that the focus on improving PAK'n SAVE's self-shopper experience is "really about providing the store's best customers – those with the biggest baskets – with the kind of "gold-class service" that big airline users enjoy".



SUMMARY

Customer

Foodstuffs - PAK'n SAVE
Kilbirnie

Partner

Mobicco

Industry

Retail

Challenge

To 'reward' rather than 'punish' a supermarket chain's best 'big trolley' customers, by offering them a gold class retail service

Solution

Shop'n Go Solution - Zebra
PS20 Handheld Scanner

Results

- Faster checkout and increased efficiency in the shopping process
- Increased time-savings for customers
- Reduction in labour intensive resources during the checkout process
- Increase in customer spending
- High retention of big trolley customers

Solution

Selected stores in the PAK'n SAVE network have been long time users of handheld scanners, but the team recognised the need for an equipment refresh. Zebra's PS20 improves the self-scanning process to an unprecedented level, giving PAK'n SAVE shoppers total freedom to scan different supermarket items as they move through the store, making the in-store experience as fluid as possible.

The solution is a handheld point-of-sale system, which connects to the wireless network operating in each of the participating stores. The device stores transactions ahead of the customer reaching the till, and instantly brings them up at the point of payment.

Palubinskas explains that fraud is minimised, as there are built-in security mechanisms: "Checks are done regularly and if the check proves that a customer has been accurate (that is, the customer's self-totaled-up bill is correct) then the likelihood of the customer being checked again decreases. Scanning mistakes also register as beeps, just as they do at the till."

"PAK'n SAVE always fights for fair and wanted to provide a better service for their best customers. Mobico reviewed the situation with PAK'n SAVE and realised; if you have a gold pass when flying, you go through a gold check-in, but in a supermarket, if you have a full trolley you have a longer wait than a customer with a smaller basket."

Results

Highly advanced self-scanners such as the PS20 drastically improve the shopping experience for customers. Foodstuffs is presently on its fourth generation of self-scanning systems, after experiencing enormous success from the original deployment in 1998. The SHOP'n GO system was deployed in PAK'n SAVE supermarkets across Foodstuffs lower North Island, from Hawkes Bay to Palmerston North, to Whanganui and Wellington.

"Not only does this device greatly speed up the process of paying at the till, customers can also pack their items how they would like, leading to a more efficient unpacking process at home. Scan-as-you-go technology means no more waiting; no repacking instore and no squished bananas."

Aldas Palubinskas
MOBICO



SUCCESS STORY

FOODSTUFFS - PAK'N SAVE

Customers can have complete control over their spending by scanning as they go and are not afraid of overspending. Zebra's PS20 also gives shoppers total freedom to do price inquiries on items where the price may not be clear, such as items in the freezer section, without having to ask an attendant. Furthermore, customers prefer to use store provided devices, as they are easier to use, don't drain their mobile phone batteries, and also keep mobile phones free for calls, online banking or web browsing.

The key benefit for PAK'n SAVE customers is saving time – the one commodity always in short supply. Some shoppers have shaved as much as 30 minutes from each 'large shopping trip', by bringing their own bags and boxes so they can pre-select products, separating them into heavy items, cleaning products and chilled goods. Handheld devices allow shoppers to take complete control of their experience and remove double-handling.



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For more information, visit www.zebra.com



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