



Major do-it-yourself retailer increases customer satisfaction, business efficiency with Symbol Phaser P370 Cordless Scanner

Challenge

When your customers decide to get to work on a home improvement project, they want a do-it-yourself retailer who makes the easy part — buying the materials and tools — a painless experience. One major do-it-yourself (DIY) retailer knows how using Symbol's P370 Cordless Scanner at the point of sale and on the sales floor speeds checkout, ensures accurate pricing, reduces inventory shrinkage and enables employees to do their jobs more easily, with greater sense of reward.

The advantages of cordless scanning add up to a better customer experience, which means they'll come back again when it's time for the next project.

Solution

Typically, shoppers at a DIY retailer will eventually wheel a pile of items on a pallet-sized handcart to the checkout station. Each item is then scanned on the workstation, or cashiers stretch the corded scanner to access the bar codes, while customers maneuver them into a readable position. With the P370 Cordless Scanner, however, cashiers bring the scanner to the products whenever they need to, quickly scanning each bar code. Neither cashiers nor customers need to lift heavy or unwieldy items onto the counter or strain to flip them around so the bar code is in scanning range.

The P370's optional 17-key alphanumeric keyboard and easy-to-read LED display also increase speed and accuracy at checkout. If customers have several identical items, cashiers save time by scanning only one item and then using the keyboard to enter the quantity, rather than scanning each item separately. Cashiers are much less likely to fail to account for everything on the cart or incorrectly price an item. If an item isn't labeled with a bar code or the bar code is unreadable, cashiers simply enter the UPC code to ring it up. A glance at the display lets cashiers, and customers, confirm the right product is being rung up, at the right price.

Equipping sales associates on the show floor, in warehouses or out in garden areas with a cordless scanner provides them with a tool to help customers quickly find exactly what they want. The P370 features bi-directional, two-way communication capability, giving roaming sales associates the ability to check prices instantly. They also have the ability to communicate back into the inventory management system item details (such as "number of feet" for a piece of wood), guaranteeing the customer gets what they pay for and the retailer's inventory data is instantly updated.

Application

Why did a leading DIY retailer adopt mobile scanning? They were first approached by one of Symbol's Business Partners after he grew frustrated with his experience in a DIY checkout line. The partner and the retailer conducted pilot programs in several stores, testing to determine the impact cordless scanning might have. The results were overwhelmingly positive, and included the following feedback:

► **Customers found the checkout experience more pleasant and positive, and cashiers immediately embraced the new technology.**

Cashiers, when informally surveyed, presented a very positive response. Comments included "Not having to stretch the cord over the counter and not having to lift heavy items makes my job much easier," and "Customers always like when I come out from behind the counter to scan the large items in the cart so we get a faster checkout process."

► **Shrinkage dramatically reduced.**

The P370 increases cashier accuracy and, in turn, store profitability. With the P370, mistakes in identifying items and quantities of items are significantly reduced, cutting inventory shrinkage.

► **Worker's comp and liability claims reduced.**

Lifting heavy or awkward items in DIY retail stores sometimes results in injuries to employees and customers. Cordless scanners minimize such risk, reducing liability claims as well as injury-related absenteeism.

Based on the pilot study results, the DIY retailer decided to standardize their entire operation with the P370. During the four-month deployment, Symbol and our Partner worked together to successfully deliver the 39,000 P370 scanners required — on time and on budget.

Summary

Your customers' experiences define your success. Enterprise mobility, the ability to capture, move and manage purchase information at the point of activity, enables you to deliver a superior shopping experience for your customers. Reducing overhead from shrinkage, liability and daily operating expenses enables you to be more competitive. Improved inventory management ensures you have in stock what customers want. And, employees enjoy their jobs more, which means they greet customers with a smile.

The central elements in a complete enterprise mobility solution, Symbol's cordless scanners are the optimal choice for DIY, supermarket chains, warehouse clubs and other retailers committed to their customers and to improving business processes.

Go to www.symbol.com/products/barcode_scanners/barcode_handheld_p370_p470.html to learn more about Symbol's Phaser P370/P470 scanners.