ZEBRA

OPTIMISING EFFICIENCY AND THE CUSTOMER EXPERIENCE

TESCO IMPROVES PERFORMANCE WITH MOBILE COMPUTING

TESCO

Tesco is the UK's largest retailer, employing over 300,000 people in 3,330 stores. As well as its stores, Tesco operates an online business via **www.tesco.com** and has opened six dedicated dotcom distribution centres around London to fulfill Grocery Home Shopping orders. These centres compliment Tesco's existing strategy, whereby online orders are picked from retail stores overnight.

Tesco has long been a pioneer of mobile computing, which is used throughout its business. Mobile computers and printers are deployed in warehouses and distribution centres to optimise stock positions and picking workflows. Tesco's delivery drivers rely on mobile computers to view their schedule, scan deliveries on and off their vehicles and collect PoD. And, in Tesco's retail stores, handheld scanners are available to allow customers to scan as they shop. In all, Tesco has 120,000 Zebra handheld computers, scanners and mobile printers and, with such a large estate of devices, looks to Zebra Technologies' Services Team to commission, support and service the units. Among a range of benefits, Tesco is seeing basket sizes increase where customers use scan-as-you-shop; efficiency and productivity gains are being optimised in back-office operations; and the business is achieving a high level of reliability from its devices to get the most from its investment in mobile computing.

CUSTOMER PROFILE

Organisation:
Tesco Plc

Location:
UK

Industry:
Retail

Zebra Technologies Products:
- 120,000 devices
  – highlights including:
  - **Dotcom business:** Handheld scanners for picking and handheld computers for drivers
  - **Distribution centres:** Wearable computers and ring scanners for pickers, vehicle-mounted computers for delivery trucks, handheld scanners for drivers and mobile printers for forklift trucks
  - **In-store:** Handheld scanners for scan-as-you-shop, markdown printers and handheld computers for stock control

Mobile computing is embedded in Tesco and delivers a range of benefits including real-time data capture, smoother workflows, a clear view over our stock position, enhanced data capture and a better customer experience. Tesco has over 120,000 Zebra devices and, to get the best out of them, the devices need to be properly installed, maintained and updated. Zebra's Services Team helps achieve these goals, taking care of commissioning each device, support and help-desk services and next-day swap outs. For a set cost, to predefined performance goals, Tesco gets all the performance benefits of mobile computing with none of the challenges that can come with owning such a large estate of devices.

THE CHALLENGE

With over 120,000 Zebra Technologies handheld, wearable and vehicle-mounted computers and mobile printers in its business, Tesco was looking for the best way to efficiently commission, manage and service and support the devices.

THE SOLUTION

Tesco has retained Zebra Technologies' Services Team to oversee its devices. One of the main solutions is commissioning. The Services Team uses Zebra's Mobility Services Platform (MSP) to scan barcodes to quickly load the relevant software onto each device. Full acceptance testing is also conducted to ensure that every unit – whether it is a handheld scanner or wearable computer with voice control for stock-picking – is ready for immediate use when it arrives on site. As part of the process the serial number of each product is recorded on a central database for asset tracking. Each depot can also order new devices, with orders automated via an online process and fulfilled by Zebra's Services Team.

Zebra Technologies also provides service and support for each device and meets regularly with Tesco to review performance. Recently it advised that the handheld scanners installed in 320 stores for personal shopping should be serviced on a proactive basis. This sees a Zebra Technologies engineer visit each store once every two weeks. The engineers fix or swap out on site all devices that the store reports as faulty; clean every device and its cradle; and report back any root causes of common problems to eradicate them.

For all other devices in the estate, the team provides a guaranteed next-day swap out under its FastTrack support contract. The user is provided with a replacement device from a pool of stock while the returned unit is repaired and then added back to the spares float.

THE BENEFITS

One of the main benefits of Zebra's service and support is that device uptime levels are high across the business. This ensures that Tesco gains the most value from its investment in mobile computing.

In addition, as the Zebra team knows Tesco's business so well, it can proactively suggest changes to Tesco's device estate that have delivered major performance gains. For example, it recommended adjusting workflows in the distribution centres and replacing handheld scanners with ring scanners and voice-activated wearable computers. The changes in technology and workflow provided a significant boost to picking accuracy and the speed of order completions. Likewise, the move to proactive servicing of the handheld scanners used in-store for personal shopping has seen return rates drop significantly.

With personal shopping popular with customers, the improved availability of the scanners means that devices are always available to shoppers helping to improve customer service and boost engagement with scan-as-you-shop that is proven to increase basket size.

The Zebra Services Team works to key performance indicators for device reliability, and service and support. In return, Tesco pays a set cost for the service over the life cycle of each device. Tesco therefore has long-term visibility over what it costs to run its mobile computing platform and how that platform will perform, while also freeing its IT staff to focus on delivering value elsewhere in its business.

Applications:

- **Stock-checking:** Across Tesco's estate including in-store, in distribution centres and in its dotcom business
- **Stock-picking:** In-store, in distribution centres and in the warehouse
- **Track and trace:** Including tracking orders across the supply chain, and Proof of Delivery (PoD) for the dotcom business and warehouse to store deliveries
- **Price markdowns:** In-store price markdowns for perishable and sale goods
- **Personal shopping:** In-store scanning for personal shopping applications

Benefits:

- **Accurate stock position:** Stock control is optimised in-store, in warehouses and distribution centres
- **Efficient processes:** Improved workflows deliver greater efficiency in stocktaking, picking and counting
- **Enhanced data capture:** Operational data is collated from across the business in real time for improved analysis and performance
- **Enhanced customer service:** Personal shopping is popular with customers while reducing checkout queues and increasing basket size

To discover the advantages that Zebra Technologies' Services Team can bring to your business, please visit www.zebra.com

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