



Shopfloor
Assistant
Mobility
App

because "Retail" is about "Detail"



The “Shopfloor” - The Ultimate Testing Ground

The Storefront is the true Customer-facing litmus test for Retailers. The Customer today demands an exalted sense of service quality, and is uncompromisingly harsh against Retailers on the Shopfloor. Hence, the Retailer needs to get it RIGHT, and get it RIGHT every time!

Modern Retail has gotten highly complex. The operational complexity on the Shopfloor is contained with the following three sandboxes:

Information

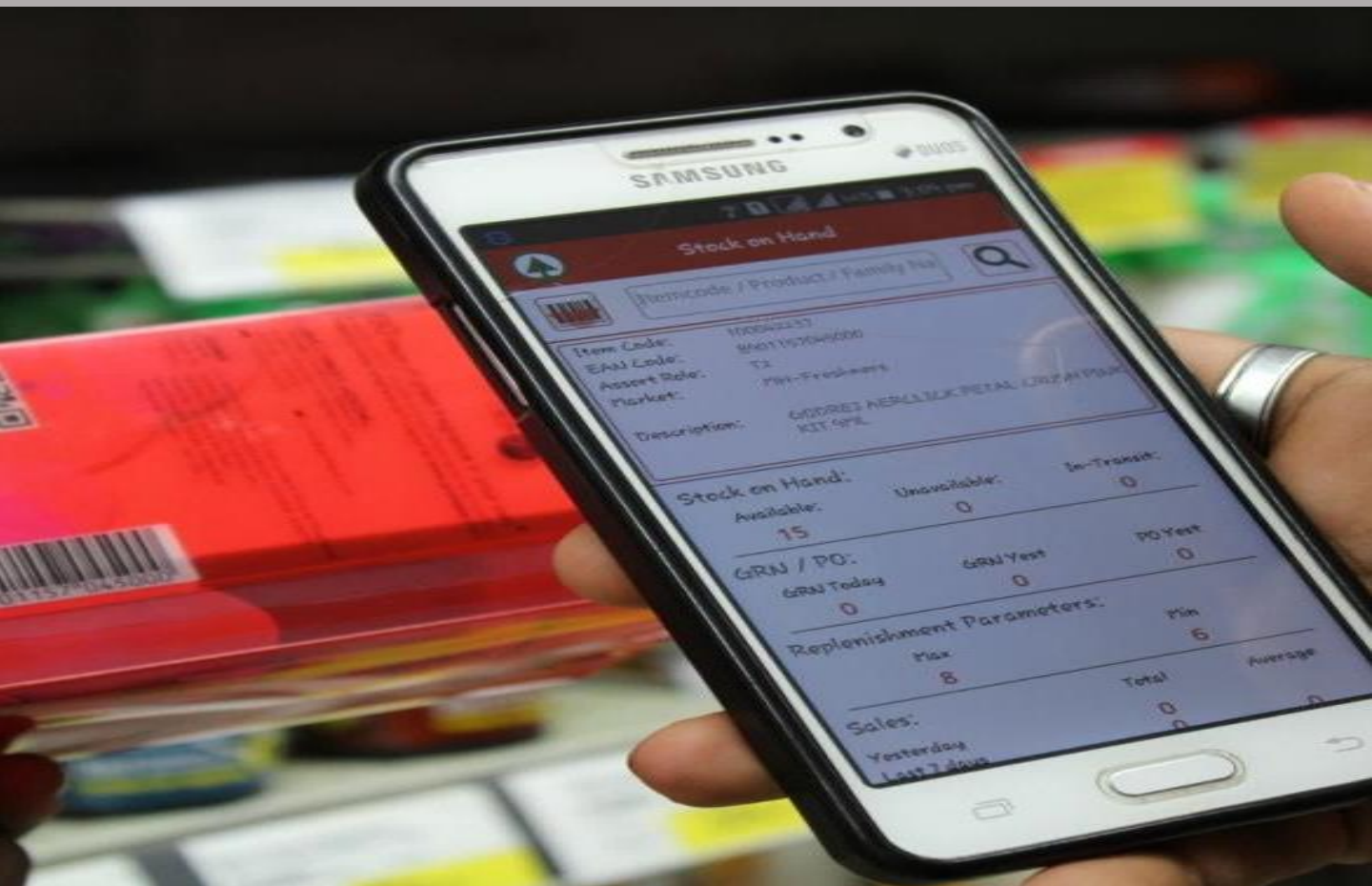
- Information has to be made available to the right people within the right timeframe.
- Shopfloor staff counter queries from customers all the time, be it about pricing or stock availability.
- The Shopfloor staff require to get the appropriate information QUICKLY and ACCURATELY.
- Further, internal KRAs mandate that the staff is responsible for the store's performance. Ensuring Sales targets are being met, it is imperative to be alerted about laggards proactively.

Processes

- For the upkeep of a conducive Storefront, multiple activities need to be done every day, like Price Change updates, Shelf Edge Labelling, Shelf replenishments, etc.
- Each of these activities requires a sequence of steps to accomplish.
- Processes need to be in place to have a structured workflow for every activity.
- Success of Processes depend on the clinical discipline of conformance, and exacting precision to carry out the steps correctly, without slippage.

People

- Imparting training is a must, so that shopfloor staff carry out their activities accurately. If one step in a process is skipped, it could have a cascading impact.
- All these processes get very “people” dependent.
- People tend to miss out acting on their task lists of the day and alerting of missed tasks would make the execution spotless.
- With the high churn of the shopfloor staff, there is a need to people-proof the activities to be carried out.



Objectives of the Mobility Solution

Spar conceived and implemented a minimalistic mobile app called the Shopfloor Assistant Mobility App [SAMA] as a digital buddy for the Shopfloor staff. The main objectives were:

- To be available on portable mobile devices that can be carried in the pockets
- To provide information, EASILY and QUICKLY, be it on stock availability, real time sales, promotions or pricing
- To automate Standard Operating Procedures on the shopfloor as a disciplined workflow
- To have a people-proof solution, with a near-zero learning curve
- To create instant checklists of items that need replenishment or any other attention
- To serve as beeper reminders for tasks of the day, and hence make processes free from people-dependency

The SAMA App has been a **GAME CHANGER** - the first of its kind in the Indian Hypermarket Retail industry

Functional Features & Benefits of SAMA



1

Stock on Hand

Problem Statement

Ever so frequently, customers are querying the Shopfloor staff about the availability of a certain product, more so, of a product variant, that is not seen on the shelves.

The Shopfloor staff have a very uncertain and random way to deal with such queries, and the answer at times is inaccurate or evasive.

The cause of this is because there is no solution available to them to retrieve the RIGHT DATA instantly.

The SAMA edge:

Through a quick bar code scan of the product or label, SAMA provides Instant information on selling trends, stock lot availability and replenishment criteria.

This helps service customer queries on the shopfloor winning customer loyalty and avoiding lost sales.

Benefits

- Long term gains on Customer loyalty stemming from the exemplary service
- Winning back a potential lost sale situation

2 Picking List on the Fly

Problem Statement

In a retail organization, an “out of shelf” situation could almost be equivalent to a “loss of sale” situation.

If an item is exhausted from a shelf, it directly indicates having a high demand. Customers not finding it on the shelf will skip that item from their shopping basket, resulting loss of sale.

If it is not replenished quickly enough, the quantum of lost sale exponentially increases.

It further causes anguish to customer satisfaction if their shopping list is not completely fulfilled.

The current process to tackle this problem is for the Shopfloor staff to make a manual note whenever he finds an empty shelf, and then go to the backroom and search for the item in the computer system, to check if it is available. Then to bring it out of the backroom and replenish it back on the store.

This process is cumbersome and laborious, due to which shopfloor staff ignore empty shelf situations.

The SAMA edge:

SAMA recognizes the “Process” and the “People” issues in this scenario, and tackles both of these.

Armed with SAMA on his mobile device, whenever a staff notices an empty shelf, he can add the missing item to a PICK LIST with a simple quick scan.

As items get added to the PICK LIST, the PICK LIST is automatically being compiled at the backroom. The backroom staff can instantly fill up a replenishment trolley with the items on the PICK LIST without having to feed in the PICK LIST items into the computer system, and replenishment then happens immediately.

PICK LISTs that are not fulfilled immediately are triggered to the Store Managers’ attention. This ensures accountability of the staff and endorses responsibility of the workforce.

Benefits

- Quick turnaround times for replenishment of empty shelves, ensuring high product availability ratio
- Direct impact on reducing ‘out of stock’ scenarios for fast moving items
- Heightened customer satisfaction, due to increased shopping list fulfilment.



3

Flash Sales Reporting

Problem Statement

Internal KRAs mandate that the Store staff is responsible for the store's performance. Ensuring Sales targets are being met, this is part of the Store Manager's job.

In a classic Retail store, information is not available until reports get compiled towards the end of day. But by then, it is already too late to recover from poor sales of the day.

The SAMA edge:

In a competitive Retail organization, it is imperative to be alerted about slow sales proactively.

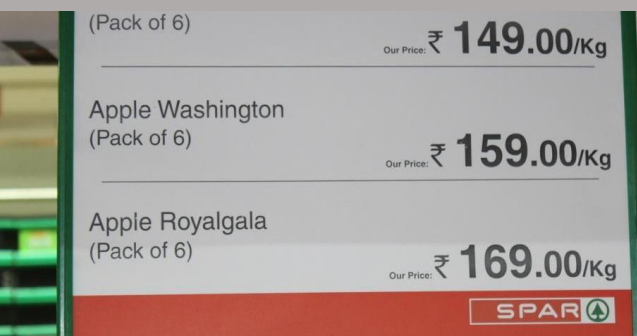
SAMA connects to the real time database and produces flash reports that aggregate the daily / monthly actual Sales, benchmark it against the set targets across the Store / Department, and highlight the laggards.

Alerts can be configured at critical levels to provide proactive information automatically.

Availability of such real time information induces proactive measures to uplift Sales Performance, be it through shifting of product placements, offering spot promotions, or simply through leadership tactics of staff motivation.

Benefits

- Proactive actions to maintain Daily and Monthly Revenue Targets





4

Price Change Management Workflow

Problem Statement

Dynamic Price adjustments are a daily operational feature in every Retail organization. When a set of SKUs have altered prices, the list is flashed to each Store.

The process of implementing the Price Change on the Shopfloor requires a diligent process:

- The list of SKUs are fed into the computer systems, which would then match those in the ERP.
- The price altered SKUs are then fed to the labelling software to print the Shelf Edge Labels.
- These Shelf Edge Labels need to finally be replaced in the corresponding shelves.

The manual and laborious tasks is time consuming and error-prone.

Further, uninspired staff members seek to avoid completing the process, because the accountability is missing.

The SAMA edge

SAMA automates the entire Price Change workflow to ensure thoroughness and remove negligence and human error in the process.

Peer and superior level alerting brings in the accountability of each staff's task completion and ensures that the process is completed all through.

Benefits

- Current pricing is always available at the Shelf Edges through automation of the workflow
- This contributes to meticulous Store Management and ultimately goes towards improving the Customer Satisfaction index of the Store.

5

Missing Shelf-Edge Label Workflow



Problem Statement

Shelf-Edge labels [SEL] tend to get displaced, misplaced and mutilated.

This leads to immense direct and indirect Customer dissatisfaction with the shopping experience.

The current process to tackle this problem is for the Shopfloor staff to make a manual note whenever he finds an erroneous or missing SEL, and then go to the backroom, reprint the SEL and finally replace it on the shelf edge.

This process is cumbersome and laborious, due to which shopfloor staff ignore missing SEL situations.

The SAMA edge:

SAMA facilitates a scheduled store walkthrough of the aisles scanning products wherever there are missing SELs.

The scans are instant and fast, and with each scan, the Product id is saved to a Missing SEL list in the backroom.

On completion of the walkthrough, this SEL list is directly fed into the SEL printing system, and the labels are printed out.

Staff then walk through the aisles again and replace the missing SELs.

Alerts are escalated whenever scheduled SEL scanning walkthroughs are missed out by the Store staff.

Further, incomplete process of this workflow are constantly flagged through superior alerting.

This leads to very high accountability of the Store staff, to ensure completion of the regimen.

Benefits

- Customers are always seeing SEL information, leading to a pleasant shopping experience.
- The process leads to higher efficiency in Store operations management and Staff utilization.



6

Planogram Workflow

Problem Statement

Retailers invest heavily on the science of merchandise placements within the store. Planograms are the outcome of this planning process of what goes where, on which shelves.

When a new product is received at a Store, its placement has already been allocated in the Planogram.

The store staff need to have easy searchable access to the Planogram, to quickly identify the Bays, Aisles and Shelves where the products needs to be placed.

Further, with the dynamism of Retail, planograms undergo changes almost daily. This requires a meticulous process to ensure that the physical placement of merchandise are consistent with the changes in the Planogram.

There is also a need for a scheduled audit of the Store's planogram conformance because with the pool of Shopfloor staff, and during regular shopping hours, the merchandise placements tend to get displaced and need to be rectified.

The SAMA edge:

Planogram implementation, upkeep and audits are easily facilitated with SAMA.

SAMA has a processified workflow for the implementation and constant upkeep of the initial and changed planograms of a store.

Further, it builds in a scheduled audit routine with reminders for Store Planogram audits.

Planogram diagrams are available department-wise on the mobile device for Store staff to quickly identify the location of any product in the store.

Benefits

- Products are always placed as per specified plans, leading to an organized shopping experience and easy product discovery by the Customers.
- The process leads to higher efficiency in Store operations management and Staff utilization.



7 Store Readiness Checklist

Problem Statement

As a routine, Store staff are required to ensure compliance and correctness of a set of items that are imperative to creating a satisfying shopping experience to the Customers.

This compliance checklist is a repetitive and periodic activity, the tedium of which is often reason for staff to overlook and skip the diligence.

The SAMA edge:

SAMA provides a schedule-driven compliance audit facility, to expedite the process of checking items on the compliance list.

This makes the activity speedier and less boring, inducing some encouragement to follow the regimen.

Further, peer and superior level alerting brings in the accountability of each staff's task completion and ensures that the process is completed all through.

Benefits

- A higher Customer Satisfaction index for the store.
- Conformance to the compliance audit schedule leads to meticulous Store Management

8

Promotion Information

Problem Statement

Promotions are integral to Retail. Dynamic and impromptu, they are started and terminated in short bursts. At times, one product can be part of multiple promotions.

It thus is difficult for the Shopfloor staff to be in the know of what promotions are active and what different promotions are on offer on a product.

When a customer quizzes the staff, he needs to be able to figure out which of the current promotions will give the best discount for the customer.

The SAMA edge:

On a simple scan of the product, all past and current promotions are displayed on the mobile device.

It can therefore answer the customer why the discount on the product yesterday is not applicable today, and also suggest bundles or schemes that would help customer get discounts on the product.

While walking the Shopfloor, staff can confirm whether the correct Promo display is tagged to the promotion items, and remedy occasions where the Promotion announcements have not yet been removed from expired promotions.

Benefits

- Superior Customer servicing, by providing them with the most important information of Promotion in a timely manner.
- Heightened Sales uplift through effective Promotion bundling, leading to upsell and cross-sell



Technology Highlights of SAMA

SAMA was targeted to be used by the Shopfloor staff. With that target user community, SAMA's innovation was to create a confluence of functionality and minimalistic simplicity. The complete application was developed ground up based on SPAR India requirements. This is solution is first of its kind in Indian Hypermarket space.

It was specifically built to be uncomplicated and intuitive, with limited user interactions to achieve the desired output. Additionally, Integration with the existing technology landscape and Enterprise Security are key considerations in the design.

Barcode Scan and Product Search

Since a lot of the features of the app required selection of a product, the app was integrated with a bar code scanner.

This is a fool proof mechanism to choose/select a certain product. The internal camera of the mobile device can be used as the barcode scanner itself.

There is also the provision to pair an external wireless scanner to the app, if desired.

Alternately, the staff could search for the product by entering the Product Code, Product Name or even the Product Family. The SEARCH functionality uses the "type ahead" feature, thus prompting possible matches as the staff types in character by character in the Search box.

Security and User Rights

SAMA provides multi-tiered and configurable security in the following layers:

- Network Layer
- Device Layer
- User Authentication Layer

The administration module allows User configuration and assignment of Rights and Permissions.

Low Capex, Instant Deployment

SAMA was built at a very low one-time cost.

Further, it was built to be run on any Android or iOS device. Hence it supported the Bring-Your-Own-Device philosophy, allowing SAMA to be installed and used on existing mobile devices of the Shopfloor staff.

This saved immense Capex on hardware costs of implementing this Mobility Solution.

SAMA is an extremely low maintenance technology implementation, and has absolutely no recurring costs attached.

Pluggable data integration

SAMA needs close integration with existing Data systems of a Retailer. This is modularized and the architecture provides pluggable components to feed data into the various modules of SAMA.

SAMA also records data as activity and audit trails in the various features. There is an internal open-source database embedded within the architecture of SAMA. The solution provides easily access to the data recorded in SAMA's internal database.

Technology Highlights of SAMA

Ease Of Usability

The User Interface and User Experience considerations were built on the cognizance of the targeted user community being the Shopfloor staff.

Hence the interface is minimalistic and intuitive. There is a near-zero training curve for deployment of the app with new Shopfloor staff, and the operational features of the app have been created to be people-proof, ensuring that user errors can never cause malfunction nor integrity issue

Deployable across any device

Built for any generic Android or iOS device, SAMA sports a responsive UI design, and therefore seamlessly scales across devices of different sizes and resolutions.

Open Source Technology Stack

SAMA is built on a complete open-source technology stack, in a client-server architecture.

The Server application uses a MVC framework, and provides API functionality for the Mobile app to access server functionality bi-directionally.

Multi-User Roles

SAMA provides for configuration of multiple user roles in a hierarchical manner.

Users can be distinguished as Store Managers, Department Managers and even generic Store Staff.

Functional Scalability

The modular design of SAMA provides for addition of customized features on the existing framework, based on specific requirements by Retailers.

Enterprise Benefits



Increased Customer Satisfaction Index

The availability of accurate product information instantly, whether pricing, promotion or availability leads to exemplary customer satisfaction.

Well replenished shelves and Shelf Edge labels dispensing accurate information are a customer's delight.

Store cleanliness and consistently pleasant ambience at the storefront encourage customer loyalty multi-fold.

Store Sales Improvement

Proactive alert through flash reports and reminders ensure that Store Managers get responsible for their sales target-based KRAs.

Due to drastic reduction of stock outs situations same store sales have improved by 8%..

These lead to more dynamic interactions and interventions on the shopfloor to ensure daily and monthly targets are met.

Benefits at a very Low Rol

SAMA has brought about measurable benefits to the organization, at a very low TCO.

The solution was acquired at a very low one-time build cost

Further, its ability to function on any Android or iOS device allowed it to be installed and run on the staff's existing mobile devices. This supported the Bring-Your-Own-Device and hence led to almost zero Capex on hardware.

The application runs on a near Zero Maintenance Costs, hence the recurring costs are negligible.

Meticulous Store Management

Regular conformance to Planograms, periodic audit checks and scheduled process triggers lead to very high standards of Store Management.

The trickle-down effect of superior and peer level alerts brings in immense accountability in a workforce that is difficult to discipline due to the sheer diversity.

SAMA is a much-needed tool on the Storefront to empower the true torch-bearers of any Retail organization.

The information availability and process automation pivots of SAMA have deep impact on enhancing the operational efficiency of the Shopfloor Staff.

Easing operational functioning of the staff at the Shopfloor level culls direct and indirect returns for the Enterprise.

Efficiency in Operations

Well defined workflows that require a specific sequence of tasks helps to processify mundane activities that are prone to slippage and error.

Alerts for incomplete workflows ensures the regimen of duties and responsibilities, which contribute to the success of running the Storefront.

User Speak

Spar India has widespread usage of SAMA in all of the 20 stores, used daily by a few hundreds of Shopfloor Staff users



"Stock On hand – Awesome help on floor. Helps in quickly checking stock status"

"You can complete your daily floor checklist while doing the floor walk"



"Staff is appreciating the app for its efficiency which enable us for multiple checks and timely corrective actions"

- STORE MANAGER

"Helps reduce time on paperwork and backroom computers through superfast information availability on mobile devices, right on the Shopfloor."

"Price change report at the floor level assists to check whether the Shelf Edge talkers are updated or not. Helps to avoid customer complaints in price variation."



"The reporting system in the backroom computer was extremely slow to give information. It took a long time to get information on products / promotions asked by customers. Now I can see the surprise and the smile on the customer, when I give them immediate and accurate answers right on the Shopfloor."



"This app is turning out to be great help for floor supervisors and ADMs for checking Stock on Hand in a jiffy and for generating Picklist so easily. The replenishment process is simplified and not a burden any more."

"One of the really good functions is the hourly sales update, marketwise, on the Shopfloor itself. By pushing the sales staff instantly, it really helps us to drive the sales."

"Now the store/department management team is able to spend more time on the floor, Most of the work is done at floor level."

The Company

BI Retail is a global Retail Solutions company. Over the past 7 years, the company has moved to a position of industry leadership, with its unflinching focus of providing Business value through practical application of Technology in Retail.

We are passionate about Retail and Business Transformation through the use of Technology. This makes us exemplary at what we do, a result of which is evident in our Products and Services we provide, and testimonial to which is the appreciation of our esteemed customers.

Headquartered in London, UK, the company operates out of its own and partner offices in Europe, the USA, Middle East and India, thus providing a multi-locational Delivery capability.



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