

# Bring the shopping experience to a new level

*Regional grocer updates their POS hand held scanners to increase cashier and customer engagement and support for customer loyalty Apps*

## Objective

To replace aging scanners that are breaking down in 175 stores with modern devices that enhance Customer Service and read all barcodes, including those on mobile phones.

## Approach

Modernize POS checkouts and negotiate an accelerated repair support program by implementing state-of-the-art scanning technology, coupled with a comprehensive warranty.

## Business Needs

- Eliminate all disruptions due to an old fleet of hand held scanners
- Read mobile Apps, mobile coupons, image capture
- 2D barcode support
- Improve cashiers productivity with better devices ergonomics
- Business continuity during the POS integration

## Results

- 100% reading of 2D barcodes, Mobile Apps, mobile coupons, and image capture
- Rescanning reduced by 95%
- Cashier station moves reduced by 66%
- Seamless POS integration in just a few hours



**To make it easy to scan items in the basket, eliminating the need to leave the register, scanners with large depth of field and imager technology become a critical tool.**

Retail customers want to move through the checkout swiftly and leverage their smartphones for list management, store directory, coupons, and more. This is pressuring retailers to ensure they give shoppers the best experience. Grocers are modernizing their checkouts with fast, efficient scanners capable of reading mobile coupons and 2D barcodes.

“We were dealing with a variety of devices that no longer met our needs, so we went looking for a solution that would modernize our checkout and prepare us for the future.”

*Director of Store Technology*

The company, an upscale grocery chain located on the East Coast, assembled a scanner fleet over the years by purchasing new units as needed and through store acquisitions. The scanners were laser technology in use for many years. The chain was planning to deploy a new Loyalty App with mobile coupons adapting to the current consumers requirements

and enhancing their shopping experience. This capability was not supported by the existing devices.

## Analyze options thoughtfully

To ensure the best possible choice, the company contacted multiple industry leading vendors and tested their scanners. The results in favor of Datalogic were decisive: The Datalogic Gryphon GD4590 quickly rose to the top with its combination of reading accuracy, speed, user-preferred ergonomics, and easy Point of Sale (POS) integration.

The grocer piloted the scanners placing them in the hands of the people who use them – cashiers. Overwhelmingly the testers gravitated to the Gryphon units because its ergonomic design made them comfortable to hold, and their snappy, responsive scanning increased checkout speed.

From an ergonomics standpoint, the Gryphon offers several advantages. Competing scanners tend to weigh more at the head, making them awkward to hold, but the Gryphon distributes its weight evenly between head and handle.

## The Solution

- Datalogic Gryphon GD4590-BK-B handheld scanners
- Warm white illumination and aiming system for accuracy and ease of use
- 1 Megapixel imager reads 1D and 2D codes, performs image capture, supports mobile coupons
- Ergonomic elegant design makes it easy to use all shift long
- 3 Year Comprehensive Service Agreement for worry-free operations and support

The units are contoured to comfortably fit in the hand and the trigger strikes the right balance between pressure and response.

“We put the test units through their paces to see which would give us the best usability and value, and that’s what we got with the Datalogic Gryphon.”

*Director of Store Technology*

Cashiers loved the new Gryphon with 88% choosing it over the competition. They felt a real difference with the technology delivered by Datalogic. The warm white illumination and aiming system made it easy to acquire the bar codes. The snappy response and large depth of field means that bar codes are read quickly, on the first try. As a result, rescanning was eliminated by 95%, bringing smiles to cashiers faces. Rescanning interrupts the flow at the POS and presents an awkward situation for both the cashier and the shopper. These situations have almost been eliminated. Finally, the scanners were coupled with a comprehensive three-year service agreement that provides the grocer with an extensive period of worry-free support. Any scanner repair is covered with a fast, two-day shipping ensuring minimal impact on the enterprise.

### Achieve seamless integration with POS

The grocer wanted a fast and smooth integration with no impact on operations. Deploying the new scanners had to be done without requiring off hours work, overtime, and most importantly disruption at the POS. The grocer had been positively impressed by the capabilities Datalogic demonstrated during the pilot. Only a few hours of integration work were needed to get the Gryphon scanners operating smoothly with the POS system. Other vendors required up to a week to get their scanners to interface with the POS system.



Beyond adopting an industry leading product, the customer enjoyed great implementation support. Retailers need to deploy technology seamlessly and quickly. This keeps POS lane operating and revenue flowing. After the grocer piloted the scanners in September, the purchase was executed in early February. By mid-March, in only 45 days, Datalogic had delivered 1,100 units, poised for deployment to entire network. This type of support illustrates the commitment that is needed for servicing retail customers at the highest level.

### Accelerate productivity at checkout

Showing immediate results was part of the customer’s equation to fully justify the upgrade investment. Improved scanning accuracy at checkout brought prompt productivity results. Rescanning has been cut by up to 95%.

In addition, shoppers notice and appreciate the faster scans difference: “For our shoppers, this is a great improvement” says the Director of Store Technology. “Checkout is a quicker and cashiers can maintain better customer interaction, conversing with shoppers. These are the types of things that keep shoppers coming back.”

The generous depth of field provided by the Datalogic scanners has cut the times cashiers leave their station to scan items that are large or difficult to handle by up to 66%.

With the upgrade to the Datalogic Gryphon 4500 series scanners, the grocer has raised its customers shopping experience to a new level, improved their cashier’s satisfaction, and maximized POS productivity.



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