

Philanthropic Danish Retail Chain Deploys BIXOLON Mobile Printers for Efficient In-Store Operations



Founded in 1881, NEYE is a Danish Retail chain consisting of 42 stores and a web shop based in Denmark. The chain sells bags, backpacks, suitcases and accessories from a share of internationally and nationally recognised brands. Its employee base of about 350 people is renowned for selling the largest and best selection of bags and accessories within fashion, leisure and travel.

With philanthropy at the centre of the company's ethos, NEYE's entire profit goes to a good cause. The NEYE Foundation has since 1977 earmarked its annual profits to cancer research. It has donated 50 million DKK in the last 5 years alone and the foundation features the slogan "Bags with a purpose". All employees at NEYE work with the overall purpose of running the stores to create profit that can be used for cancer research in Denmark.

Challenge

To generate the greatest possible profit at the bottom line for charitable purposes, NEYE focuses on being in control of its business and managing the efficiency of its day-to-day operations. The company emphasises that employees must be customer-orientated to help create a good experience and leave a positive impression with the customer. NEYE believes the better the customer experience, the greater the number of sales will be generated instore, in turn producing a larger bottom line which could be donated to cancer research in Denmark.

To maintain business efficiency and boost customer satisfaction, the NEYE required a mobile IT solution which could integrate into their existing ERP system. Allowing employees a range of functions including real-time stock management, inventory administration and price labelling while on the shop floor to improve the customer experience and improve efficiency.

SUMMARY

Customer : NEYE

Partner : Delfi Technologies A/S

Industry : Retail

Challenge

NEYE required mobile printing solution to integrate with their current ERP system to provide on the go stock management, inventory and product labelling to boost efficiency and maintain customer satisfaction.

Solution

- BIXOLON SPP-R200IIIBK/BEG + SPP-R200IIPLUSIK/BE 2-inch (58mm) Bluetooth Mobile Label and Receipt Printers
- Delfi Nova running on Windows CE6.0 printing via the Delfi MobileForce software solution

Results

- Enhanced the customer experience as employees could give real-time stock management feedback directly from the shop floor
- Improved employee efficiency providing important product information and product label printing in the palm of their hand
- Consistent, reliable barcode label printing for products and shelf labelling
- Improvement in inventory accuracy and stock management

Solution

Delfi Technologies A/S delivered a barcode label printing solution comprising of the BIXOLON SPP-R200IIIBK/BEG and SRP-R200IIPLUSIK 2-inch (58mm) mobile printer; connecting via Bluetooth to the Delfi Nova handheld computer terminal running on Windows CE6.0 to produce price labelling and inventory receipting through the Delfi MobileForce software solution. The solution has allows employees to be more flexible with their daily work so they are not as dependent on the cash register or the back of office, enabling them to spend more time helping customers.

Results

The handheld terminals and mobile label printers are now fully integrated with NEYE's ERP system, allowing product information to be available directly on the terminals which are carried around the store. Employees can now give customers on-the-spot real-time product stock information rather than having to leave and check the back of office system or enter the warehouse. In turn, it has enabled employees to be more present, make better use of their time and work more efficiently which contributes to a more positive experience for the customer.

"The mobile barcode solution enables less time to be wasted daily. The employees have more time to help customers and subsequently they can return to where they were working, without losing track," explains Bent Pauduro.

To provide a better overview throughout the day, NEYE's employees use BIXOLON's mobile printers to simply scan an item with the handheld terminal and print the associated price tag, allowing stores to handle price labelling on an ongoing basis. Employees are aware of where the price label comes from, unlike other solutions where typically all new shelf labels is all printed at the same time often as a large stack.

"The advantage to the store is that employees can make price marketing as it suits between customers and print as needed instead of printing it all at once in a large, unmanageable stack," describes Bent Pauduro.

The handheld terminal solution is also used for price marketing, item listings and status counting, the next step is the receipt of goods.

"In addition to the daily work with price marketing and product listing, we also use the handheld terminals for complete status counting once a year in all stores. The next phase is to add a receipt of goods, so we also get that task out on the mobile devices," concludes Bent Pauduro.

For more information, please visit BIXOLON, Delfi and NEYE.



At NEYE, we have a philosophy that employees must be customer-oriented. Therefore, it is an advantage if you can use IT and technology that supports that strategy – among other things by making employees' work more mobile.



Bent Pauduro,
IT manager at NEYE

