



SUMMARY

Client



Comercial Kywi S.A.

Partner



Industry

Retail

Location

Ecuador

Challenge

Comercial Kywi S. A. wanted to optimize the logistical process of updating data in the shelves, improving customer service and thus establishing more efficient working times.

Solution

- TC20 Mobile Computer

Results

- The TC20 Mobile Computer enables hassle-free inventory taking at unprecedented speed, helps keeping products always available in store (and not in stock) the items the customer wants to buy, collaborates in the quick response to potential buyers instantly. It facilitates communication with employees by pressing a single button, optimizes processes in such a way that it helps in customer's loyalty, making them visit the store again.
- With the solution implemented at Comercial Kywi S. A., the assembly process of new store shelves was optimized from 3 weeks to 1.5 days; employees have direct access to prices via TC20 mobile computers, which has given added value when serving the user; employee mobilizations were reduced considerably due to the portability they have with the equipment.

Optimized and Fast Operation of a Leading Company in Ecuador's Hardware Sector

Comercial Kywi S.A. is a leading company in the marketing of hardware, home, finishing and construction material products in the Ecuadorian market. It offers its customers a different buying experience, based on service, variety, guarantee and quality. The great prestige and positioning achieved with the public since the creation of the company in 1943 was strengthened since it became part of Corporación Favorita in late 2005, the first retail chain in the country. The joint and incessant work in recent years has focused, mainly on the service, seeking to reach all corners of the country with the greatest offer of products for home improvement.

Challenge

Traditionally, the maintenance of price information in the shelves was done manually and because of the number of shelves in the sales floors of the different stores, the change process was too long. This represented problems with customer service and poor working times. Moving to the sales room to generate the labels and then to the print center generated congestion and confusion in the in-store support personnel, resulting in worker waste and distrust, generating inaccuracy in the information delivered to the customer.

Solution

Due to the different needs in the in-store processes carried out by the client, ZEBRA and NUO sought to implement a technological solution that would optimize the work mainly on the validation, marking and identification fronts of the on-site products. ZEBRA's TC20 mobile and rugged computer plus a mobile printing solution, and the supplies offered to the customer, were able to increase the capacity of on-site label generation, align the process in the store with the information systems and they optimized the time and work of all its associates.

Now, Comercial Kywi has a portable device for its employees, with an optimal operating system, and stock-resistant, access to the print points that are distributed on the sales floor, and of course to the reliability of ZEBRA's labels and supplies.

Result

With the solution implemented, the process of assembling new hangers in stores was optimized from 3 weeks to 1 and a half days...“70, 80 codes can arrive and in 5 minutes we have them”, besides, with the printers, employees no longer get confused when doing their job and there is no room for error. On the other hand, employees now have direct access to prices via the TC20 mobile computers, which has given added value in serving the user: “the time we spent before doing everything manually, today we can direct it to serve customers, not just in store but in the process of proformas we are implementing.” The mobilization of employees was considerably reduced due to the portability they have with the equipment. Technology becomes an enhancer of retail processes and supports a better customer experience.

“the time we used to spend doing everything manually, today we can direct it to serve customers, not just in store but in the process of proformas we are implementing.”

Diego Montenegro
Customer Service,
Comercial Kywi



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