



SUMMARY

WAITROSE & PARTNERS

Customer

Waitrose & Partners

Industry

Retail

Location

Europe

Challenge

Waitrose wanted to update its fleet of personal shopper devices to further improve its customers' experiences

Solution

- Quick Check 4 (Waitrose personal shopping app)
- 10,000 Zebra MC18 Personal Shopping devices

Results

- Increase in usage of personal shopping devices
- Waitrose has a powerful platform to offer enhanced services to its customers

How Waitrose Enhances its Store Experience with Self-Scanning

Founded in 1904, Waitrose operates over 300 supermarkets and convenience stores in England, Scotland, Wales and the Channel Islands, and is part of the John Lewis Partnership. The John Lewis Partnership is the UK's largest employee-owned business and the parent company of two highly respected and loved retail brands – John Lewis & Partners and Waitrose & Partners – which are owned in trust by over 80,000 Partners.

Challenge

Waitrose pioneered 'scan and pack' shopping when it became the first supermarket to roll out the Quick Check app across its stores in 1998. Since then, the application – run on iterations of Zebra personal shopping devices – has become hugely popular with its customers. In line with its reputation as a technology innovator, Waitrose set out to further enhance its self scan platform and increase the synergies between its in-store and online services.

Solution

Waitrose is creating a powerful standardised technology platform across its store estate. This includes rolling out Quick Check 4 (the newest iteration of its application) and the Zebra MC18 personal shopping devices which have been deployed to further enhance the customer experience. Zebra's professional services team maintains a close relationship with Waitrose and worked with other suppliers throughout the project. Support for the MC18s, which includes rapid device replacement, is offered through a Zebra OneCare™ servicecontract fulfilled by Computacenter.

SUCCESS STORY

WAITROSE & PARTNERS

Results

Customers value the personal shopping service: they can track and control their spend and checkout more quickly using a dedicated area. What's more, during the pandemic, many people switched to the service to minimise contact.

The MC18s have made a big impact too. Positioned in an eye-catching installation in the front of the store, usage of the service has increased. The powerful Wi-Fi, superior battery performance and accurate scanner ensures reliable performance and accelerates transactions for customers. It is also built tough using high-quality and robust components. This ensured that, throughout an upsurge in use during the COVID-19 pandemic, the MC18s withstood constant use and regular disinfecting to provide robust performance. The MC18s also have a large bright screen. This has been welcomed by customers.

Zebra's professional services team helped ensure a trouble-free service roll-out with the Quick Check software validated for use on the MC18. In over two decades of working together, Waitrose and Zebra have collaborated closely, with Waitrose feeding into Zebra's product development team. This collaboration is set to continue as Waitrose looks to further enhance its self-service platform.

"Our personal shopping service is central to our business and many of our customers use Quick Check in our shops. It truly came into its own during the COVID-19 pandemic as a growing number of our customers wanted a contactless way to shop. The MC18s were brilliant and robust, helping to provide our customers with a quick, efficient and seamless service."

Glenn Cox,
Product Owner,
Waitrose & Partners



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