



IBM Customer Reference

Tesco PLC

Synopsis:

IBM Business Consulting Services helps European grocer implement a wireless solution that improves customer satisfaction by making product availability information available from anywhere in the store

Location:

Welwyn Garden City, United Kingdom

Industry:

Retail

Focus Area:

Wireless

URL:

<http://www.tesco.com>

Customer Background:

Tesco is the United Kingdom's number one grocery retailer, with 15.6 percent of the country's grocery market. It has 678 stores in the UK and across mainland Europe. Tesco is an innovative retailer that has grown its business into one of Europe's most competitive retail markets, and it has begun moving on to other markets. In addition to selling groceries, Tesco now sells personal finance, books, magazines and electrical goods including DVDs, videos, software and music.

Business Need:

Tesco launched a wireless project aimed at making accurate, relevant, real time product and corporate information available to staff in store. The company wanted to extend the reach of data beyond the desktop to the actual point of decision making.

In particular, Tesco wanted to address the issues it had with in-store stock availability. It hoped to eliminate stock outs and maximize stock availability. Previously, when customers asked about product availability, staff usually directed them to the information desk, who would then query the existing PC-based system for more information.

This was not a satisfying response for customers, who had to walk to the desk and then wait in line to ask their questions. Tesco wanted to enable its staff to provide information to customers from anywhere in the store.

Solution:

IBM Business Consulting Services Microsoft Practice undertook the development and integration of Tesco's wireless solution. Over the next two years, the Business Consulting Services team will install a Cisco wireless local area network (WLAN) at each Tesco UK store, thus enabling staff to use wireless devices in-store. In stores where the rollout has already taken place, staff are using wireless PDAs from Symbol Technologies, Casio and Compaq. The PDAs serve as wireless personal assistants for all in-store shelf edge activities, and they are fully integrated into the stores' systems environments and Tesco's supply chain system. Business Consulting

Services' Mobile Consulting Services and Mobile Integration Services played a major role in this solution, working to determine how the solution can provide the most benefits to both Tesco and its customers, then implementing the solution with minimal disturbance.

Benefits of the Solution:

Even though quantifiable benefits are not available, the customer is delighted with the IBM wireless solution.

Tesco can see how providing better service to customers wherever they are in the store can enhance the effectiveness of staff and decrease the number of customers who may leave the store without complete information about product availability. By providing information on the move, the information desk is now available anywhere in the store, increasing convenience for customers and ultimately improving their satisfaction and loyalty to Tesco.