CUSTOMER
A rapidly growing national convenience store operator with thousands of stores in 20 cities across China that are concentrated primarily in central business districts. Their main focus is on creating frictionless, cashier-free shopping experiences for busy customers through retail technologies.

INDUSTRY
Retail

SCHEDULE
2021 onwards

CHALLENGE
The client faced a logistics challenge in its objective of revolutionizing the convenience store experience. It needed to overhaul its traditional way of stock management, since its legacy paper-based system of product data entry was giving rise to mistakes and inaccuracies while slowing down its in-store staff, and this was having an overall negative impact on staff productivity. The grocer therefore required a solution that could automate and streamline this data entry process in a way that could eliminate errors.

The client also needed to elevate the customer experience via a frictionless and affordable retail environment without cashiers. However, customers would still need assistance from time to time, and they often faced a delay in receiving this help. That meant the company wanted to ensure its back-office staff could be alerted instantly whenever a customer needed assistance, or put in a meal order. Finally, the company needed an internal communications platform for management to remotely supervise and instantly communicate with its staff.

SOLUTION
The customer chose tablets to help revolutionize and digitize its store experience. The tablets would serve two purposes:

- Elevate customer support (as kiosks for customers to submit requests such as meal orders); and
- For inventory and staff management (with each staff equipped with one tablet to keep them mobile for actively managing inventory and continuously updated on store and company status throughout the course of the day)

Lenovo was selected based on past collaborations as well as its advantages, which included the following:

- Ability to customize
- Supply chain stability
Through the mobile POS solution for these tablets, the shop assistants improved the accuracy of their data entries and overall production efficiency by 20%. Inaccuracies from traditional paper records were eliminated, and clerks did not have to check and recheck them again, saving valuable time.