



Smarter Helps Boost Production Efficiency 20% for National Retail Client

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

- Quick and timely delivery
- National after-sale service

The tablet was the powerful, durable and lightweight Lenovo Tab K10c, meeting company expectations for processing power, battery life and audio-visual capabilities.



Specifically, the Lenovo Tab K10c featured:

- Powerful Octa-Core processors and 4GB RAM
- 10.1" FHD display with a full 100% sRGB color gamut
- Dual speakers and dual mics
- 7700 mAh battery capacity with just 5.5 hours charging time
- 520 grams in weight
- Android 11, upgradable

The client was also impressed with Lenovo's integrated and connected one-stop-shop solution, which included hardware and software customization, delivery and after-sales services. Convenience store staff would be equipped with the Lenovo Tab K10c tablets, which would allow for time-saving processes such as the following:

- After the store manager pushes a task to the tablet, the clerk could easily enter or check information for in-stock products.
- When a convenience store customer places a meal order, a chef would be able to view the product information from their Lenovo tablet and quickly serve and fill that order.
- Management from company headquarters could quickly push voice messages to staff tablets to send important notifications or reminders.

Lenovo's account team offered a wide variety of prototypes for the client's performance testing. Within the space of **just two weeks**, the team managed to deliver a holistic and integrated solution that was tailored for the client, including a custom ROM featuring pre-installed client enterprise software and mobile device management (MDM) system. Finally, the tablets were integrated with leather cases that met the food industry's safety standards.

The client was greatly impressed with the speed and reliability of the delivery, which greatly enhanced customer trust. They were also happy with the professional level of service, as Lenovo's sales, marketing and after-sales personnel added tremendous value in offering their professional expertise from product testing to customized service and solution integration.

BUSINESS SAVINGS

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.