

The tale of **RETAIL**

With the current economic climate, a number of retailers are looking for ways to reduce their cost base, manage operational risks and continue providing a positive customer experience.

A streamlined back office is being seen as the key strategy for delivering an efficient business operation. The aim is to ensure IT enables, rather than restricts, your business's ability to compete. Below, we provide some examples of the strategies being adopted by a number of leading companies to improve back office efficiency and keep customers loyal.

Cost predictability is the advantage JERÓNIMO MARTINS GROUP

Back office efficiency issues:

With 214 supermarkets, 42 hypermarkets and 35 cash and carries in Portugal, greater control was needed over its cost base, specifically the cost of providing IT support.

What have they done?

Outsourced the management of their key front and back office IT systems, and the provision of support to 2,800 end-users across 300 sites.

How does it work?

A service desk provides a single point of contact for all users 24/7. The outsourcing is based on a flexible, but predictable, cost model with lower associated termination costs.

Benefits:

The transparent, fixed-cost IT service is highly responsive to the needs of the busi-

ness. It has delivered close to 100% systems availability. Importantly, by outsourcing, Jerónimo Martins Group is now able to focus on its core retail business.

Delivering a fail-safe IT network – WHIT-BREAD

Back office efficiency issues:

Needed to reduce the business impact of IT outages and failures across its 1,600 outlets – particularly during peak periods.

What have they done?

Adopted a fully managed service for the voice and data networks that underpin its operations. Also, refreshed and improved key elements of the network which help 34,000 employees provide top class service to 8.5 million customers every month.

How does it work?

The service monitors network performance around the clock and addresses issues so that users are often unaware of any problems. A programme of preventative maintenance has also been introduced with proactive care visits to sites.

Benefits:

Greatly improved systems availability, reduced service desk calls, and the advantage of a break/fix service that has consistently exceeded SLAs. There has also been reduced business disruption and a better placing of the network to support growth plans.

IN THIS ARTICLE:

- Read real examples of how retailers are transforming their back office.
- Understand how these businesses are operating more efficiently.
- Learn how these improvements are driving customer loyalty.

Streamlining the supply chain LA RINASCENTE

Back office efficiency issues:

Italy's oldest department store needed to deliver a high performance service to customers, reduce the cost of stocked goods and improve systems availability.

What have they done?

Implemented a robust and flexible PoS application solution.

How does it work?

From warehouse to the showroom floor, the application offers significant operational performance. The user-friendly PoS system integrates CRM with a new lean-inspired 'pull replenishment methodology' which controls the supply chain. The seamless transition to the new customised platform has also allowed marketing teams to control promotions centrally.

Benefits:

In a cost-efficient way, La Rinascente has been able to streamline operations and enhance the customer experience. The retailer has also saved time and money on training because of low-risk back office improvements. The advanced distribution application guarantees there will be a high shelf availability of stock in each store.

Proactively delivering first class service levels – MITCHELLS & BUTLERS

Back office efficiency issues:

Retail systems were out of action resulting in an inconsistent and unreliable IT service.

What have they done?

Implemented a proactive maintenance and repair service strategy across the entire estate. It is underpinned by a simple process and predictable costing.

How does it work?

New operational processes mean IT experts will always be monitoring the 9,000 tills and associated equipment based at the 2,000 outlets. Added to this, a seamless way of dealing with new installations means revenue opportunities can be optimised.

Benefits:

With less down time and a more positive customer service, outlets are receiving a consistently higher level of service. A successful transition has meant disruptions have been minimised and the group can take full advantage of new business.

Outsourcing becomes the source of success BURGER KING

Back office efficiency issues:

Rapid expansion in Germany coupled with a complicated payroll system meant the personnel department was spending a significant amount of time on salary administration.

What have they done?

Outsourced the payroll function (along with associated benefits) and restructured the existing personnel department to focus on recruitment and employee development.

How does it work?

New and simplified online processes control the payroll and additional benefits for 5,000 employees spread across 500 branches. The application calculates salaries for full and part-time employees, who operate in shifts, and whose pay includes variable components such as holiday bonuses.

Benefits:

The efficient provision of payroll services means more time is freed up for Burger King personnel to focus on more strategic tasks. Burger King has also benefited from a high level of logistical know-how and IT expertise.

WHAT NEXT?

For further information
please contact :

dominic.holt-gregson@uk.fujitsu.com