

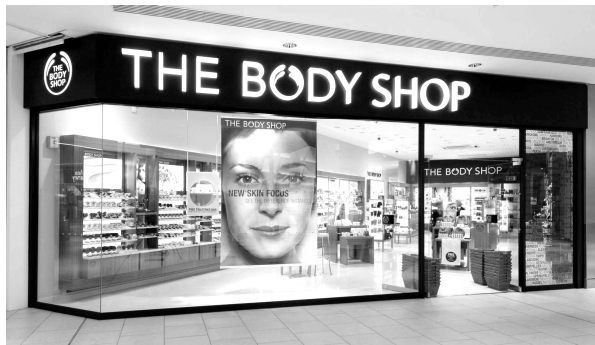
CASE STUDY THE BODY SHOP INTERNATIONAL



THE POSSIBILITIES ARE INFINITE

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Jon Granville, global head of IT, The Body Shop International



Customer's Challenge

The Body Shop International is a values driven retailer of high quality skin and body care products.

With over 2,000 stores in 54 countries, including the UK, USA, Europe, Middle East, Africa and Asia Pacific, The Body Shop has a global reach, retailing over 600 products and 400 accessories.

In order to increase operational efficiency and reduce the total cost of ownership, The Body Shop decided to embark on an overhaul of its store systems hardware. The project would see a programme of standardisation of the store systems, through the implementation of a common technology, processes and methodologies.

The new system would need to offer The Body Shop a high degree of flexibility to support its large and varied stores estate, which range from traditional high-street locations, to stores at airports and train stations. The solution would also need to offer the necessary scalability to support the retailer's ambitious expansion plans.

SUMMARY OF KEY FACTS

Organisation

The Body Shop International (BSI)

Service/s delivered

Fujitsu Services was contracted to implement TeamPos 2000 across The Body Shop's global stores estate. The new system has introduced standardisation and increased operational efficiency.

Key Metrics

- 1,600 TeamPoS 2000 units to over 700 stores across the UK, USA, Mexico, Europe, Middle East and Africa

Benefits

- **Increased performance** – faster transaction processing speeds and efficiency leading to reduced customer queuing times
- **Enhanced resilience** – leading to a 75% reduction in till down time
- **Chip and PIN compliance** – across the UK stores estate resulting in financial savings for the retailer
- **Lower total cost of ownership** – and enhanced operational efficiency through standardisation of store systems
- **User-friendly PoS** – minimising staff training and support requirements

Fujitsu Solution

Fujitsu Services was awarded the contract to implement its TeamPos 2000 solution across the global store estate.

A powerful and flexible point-of-service system, TeamPoS 2000 could be configured to meet the specific requirements of The Body Shop business now, as well as offering an adaptable platform to support its future growth and development objectives.

“When searching for a new technology partner, we wanted a single vendor that could supply and support our worldwide PoS hardware requirements with a win-win vision for the partnership.”

“Fujitsu filled the hardware need with its TeamPoS 2000 platform, but its comprehensive services offering and global reach sealed the deal,” comments Jon Granville, Global Head of IT at The Body Shop International.

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Benefits to our Customer

The implementation of TeamPoS 2000 has delivered a number of benefits to The Body Shop:

- **Increased performance** – from faster transaction processing speeds and efficiency, reducing customer queuing times and improving the overall customer shopping experience
- **Enhanced resilience** – reducing the number of till downs by 75%
- **Chip and PIN compliance** – across the UK stores estate, satisfying UK financial regulations and delivering continuous financial savings
- **Lower total cost of ownership** – and enhanced operational efficiency through the standardisation of systems across the retailers stores estate
- **User-friendly PoS** – minimises the investment required for staff training and on-going support of the system

“They (the PoS system) work quickly and staff do not have to wait long for processing. The touchscreens are very easy and effective.” Body Shop store, Broadgate

“They are easy to work and train the team on. Chip and PIN was rolled out successfully. They look fresher and more up-to-date.” Body Shop store, Whiteleys

“They are a lot quicker and look fantastic, very sleek and professional-looking.” Body Shop store, Worthing

Our Approach

Fujitsu worked closely with The Body Shop to implement TeamPoS 2000 across its global stores estate. This project presented a number of challenges to the team. Firstly, the team needed to be responsive to the changing requirements of The Body Shop business and the pressures of the retail environment.

The global nature of the project contributed to its complexity. The project team was required to coordinate the rollout across stores in the UK, USA, Europe, Middle East, Africa and Asia Pacific.

In addition, the team was tasked with supporting the retailers' legacy store systems throughout the rollout period. The Body Shop runs a number of PoS applications across its international stores, which required compatibility testing with TeamPos 2000. In order to rollout the system within the timeframe prescribed by the business, whilst responding to the evolving retail environment, a high degree of flexibility was required.

Our Expertise

Fujitsu has over 30 years' experience supporting in-store systems, integrating supply chains and optimising IT infrastructures.



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