

Case Study

Auchan

»Fujitsu helped us to work on our checkout waiting times and flow. Auchan wanted to offer its customers choice, both on the shelves and at the checkout. The new concepts, developed in partnership with Fujitsu, have enhanced the experience for our customers and made the sales process more flexible, whilst also improving working conditions for our employees.«

Anne Bonjour, National Checkout Director, Auchan



The customer

The Auchan group is made up of five independent and additional companies. It employs over 330,000 people in 16 countries and has a turnover of €62.1 billion. The company has subsidiaries in France, Italy, India, Spain, Portugal, Luxembourg, Poland, Hungary, Russia, China, Taiwan, Romania and Ukraine. In 2014, Auchan had over 1,700 integrated supermarkets and hypermarkets.

The challenge

Auchan's strength lies in offering its customers the widest possible choice, particularly on the shelves. In order to take this approach further, the company recently explored a new avenue by offering its customers innovative checkout concepts. This strategy was regarded as decisive in improving the experience for customers and employees.

"We wanted to reduce waiting times at checkouts and offer customers access to new concepts. Riding the wave of the democratization of new technology, we felt it was crucial for us to integrate these concepts into the shopping experience. As a company, it is essential that we offer choice in terms of products and services, which is a real competitive advantage," explains Anne Bonjour, National Checkout Director, Auchan.

Auchan has been working with Fujitsu for over 20 years and regards this relationship as a partnership based on trust and innovation. Fujitsu was therefore the obvious choice for Auchan to introduce new technology within the group.

"Together we developed an integration strategy for new concepts which would transform the way our customers shop," adds Anne Bonjour.

The solution

Auchan took an innovative approach by installing three new checkout concepts, designed in partnership with Fujitsu, which allow customers to scan and pay for their items independently. "Rapid Auchan" is a handheld scanner system which allows customers to scan their purchases while walking around the store. "Caisse Minute" is a self-service checkout system designed for customers with baskets.

The customer

Country: France
 Industry: Distribution
 Date of creation: 1961
 Employees: Over 330,000
 Website: www.auchan.fr



The challenge

Auchan wanted to improve the experience for customers and staff, to develop a genuine relational dimension by riding the wave of new technology. By reducing waiting times and streamlining the customer's in-store journey, Auchan wanted to develop an additional competitive advantage.

The solution

The company has been working with Fujitsu, its trusted IT partner, for over 20 years to implement three new checkout concepts: "Rapid Auchan" (Fujitsu Scan Express), "Caisse Minute" (Fujitsu Mini-SCO & U-Scan Genesis) and "Chariot Express" (Fujitsu's U-Reverse solution), which allows customers to scan their own purchases and pay for them independently.

The benefit

- Customers can now use a handheld scanner to register their purchases as they walk around the store, or use a self-service checkout, which reduces the waiting time
- “Chariot Express” allows Auchan to rapidly switch from self-service checkout mode to traditional cashier-operated checkout mode, thereby allowing adaptation to suit store activity
- As proof of their effectiveness, 35% of customers now choose a self-service concept to make their purchases
- Employees can now take a more relational approach to customers; they play an important role in improving the shopping experience by providing services and talking about the brand
- Surveys show that, following the implementation of the new checkout solutions, customers now find staff more cheerful and approachable

Even more innovative, “Chariot Express” (Fujitsu’s U-Reverse solution) is the first hybrid checkout solution which allows Auchan to rapidly switch from self-service checkout mode to traditional cashier-operated checkout mode in order to reduce queues, thereby adapting to suit store activity. “Fujitsu helped us to work on our checkout waiting times and flow,” explains Anne Bonjour. “The new concepts, developed in partnership with Fujitsu, have enhanced the experience for our customers and made the sales process more flexible, whilst also improving working conditions for our employees.”

The deployment of these concepts now takes place on the stores’ initiative: gradually in the first instance and a real acceleration has been observed in recent years.

The benefit

The implementation of these self-service concepts has been successful, with 35% of customers now choosing a self-service concept to make their purchases. As a result, queues are smaller at the traditional checkouts, thereby improving the experience for customers and employees.

Products and services

- Fujitsu U-Reverse
- Fujitsu Scan Express
- Fujitsu U-Scan Genesis
- Fujitsu Mini-SCO

“Auchan has transformed the cashier’s role into a more relational and diverse role and has reduced the tiresome nature of their work by limiting their handling of items and money, which is a stress factor.”

Studies show that, following the implementation of these new checkout solutions, customers now find staff more cheerful and approachable. Thanks to its international coverage, Fujitsu can assist Auchan with the implementation of these new concepts throughout Europe. “We hope to carry on with this process, continuing to deploy these new concepts in our stores,” states Anne Bonjour.

Conclusion

“We are constantly seeking innovative solutions and Fujitsu’s involvement has always been very strong in this regard. It has been a trusted partner for over 20 years, thanks to its technology expertise.”

Anne Bonjour, National Checkout Director

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