

Deco chooses Datalogic to provide its customers with an unparalleled shopping experience

Delivering a highly personalized shopping experience while reducing waiting time at checkout: a perfect combination for a unique user experience.

Objective

- Personalized and smooth shopping experience
- Reduced waiting time and queues at checkout

Needs

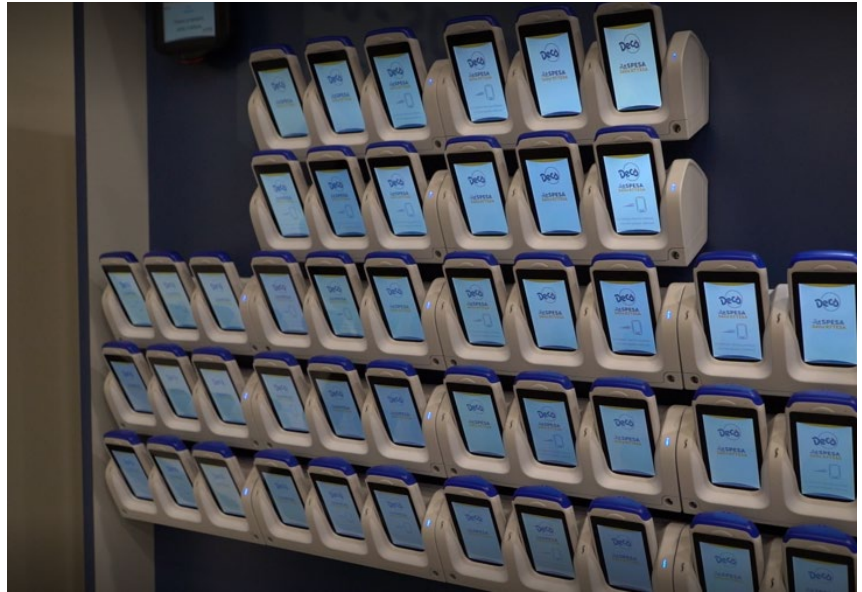
- Easy to use and deploy portable terminal
- Terminal customization and long battery life with short charging cycles

Technical Requirements

- Small footprint, ergonomic and functional design
- Wireless technology

Solution

- Joya Touch™ 22 mobile computer, a handheld computer with wireless technology that provides a smooth shopping experience and enables retailers to optimize time and costs, maximizing ROI
- Magellan 9400 for the dedicated self-checkout point-of-sale to make purchases in complete autonomy



Medi Store Srl, part of the Multicedi Group, was founded in 1993 by Antonio and Claudio Messina with the intention of promoting values such as cohesion, inclusiveness and environmental sustainability. The company, which continues to grow and expand, operates in the large-scale retail sector through the management of supermarkets under the Decò and Dodecà brands, located in the Campania region in southern Italy. Through their ever-changing communication strategies, one-to-one loyalty activities and targeted merchandising, these supermarkets aim to establish lasting relationships with consumers and increase the quality of their in-store experience.

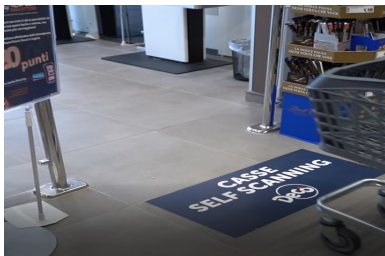
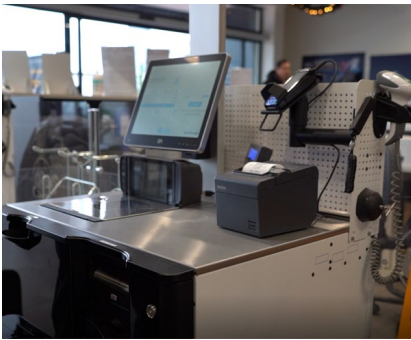
Specifically, the Decò brand, established in 2006, is inspired by "food culture," declined in different formats. Today, it is a large chain with more than 400 stores in the South of Italy and has established itself as one of the most important retailers in the country.

The Group owes its success to its ability to listen and interpret the specific needs of their customers. To improve the customer shopping experience, Medi Store equipped stores with self-shopping as well as self-checkout services. In combination they contribute to a reduction in queues, resulting in decreased waiting times for the customer. It also allows a redistribution of staff within the store, for optimal use of time and resources.



Results

- Timely stock management
- Use of the same reader for multiple shifts
- Increased productivity



Among the various Decò-branded stores, the one that recently opened in Benevento is the first store that is fully equipped with Datalogic solutions, including 3 different types of checkouts: self-scanning, self-checkout and traditional checkouts with bioptic scanners. The recent installation shows how flexible Datalogic solutions can be incorporated in instore environments to form faster, checkout solutions that support retailers in increasing customer loyalty.

For this specific store, the customer's request was to install a solution that would allow consumers to manage their purchases fully independently. This target mirrors the Group's mission; to constantly strive to stay ahead of technological innovation. "Following this request from the Group, we chose Datalogic's new Joya Touch 22 mobile computer for enabling self-shopping," says Roberto/Bruno Bottai Job title of Distribution Service, "as it was the only solution that supported fully the 360° project."

The brand new Joya Touch 22 handheld terminal allows shoppers to autonomously scan products bag them directly, and proceed with payment at checkout. To use the Joya Touch 22, the customers simply scan their loyalty card at the entrance and are then automatically identified. Alternatively, at checkout, they can scan the code on the self-scanning checkout screen and follow the instructions.

The ability to scan and pack items directly into their bags combined with the advantage of almost immediate payment is a huge time saver for shoppers. In addition, logging in at the beginning of a shopping trip allows the customer's shopping habits to be stored, enabling targeted product suggestions.

"In my opinion, the solution offers consumers an innovative and fast shopping experience that respects their habits and needs," says Antonio Messina, Director of Medi Store Srl Group. "With Datalogic we relied on a single partner to solve all our needs, and we are very happy with the solutions that we have in place.."

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