



SHINSEGAE DEPARTMENT STORE CASE STUDY

customer profile

- organization**
Shinsegae Inc.
- industry**
retail, high-end department store
- application**
POS
- solution**
RT100 enterprise tablet with Windows 8.1 industry pro
- benefits**
 - powerful sales tools where associates can respond to omnichannel
 - real-time tracking and active engagement with customers
 - application capabilities give enterprise more control
 - higher customer satisfaction and streamlined workflow

 **200,000 visitors**
per day at
Gangname store

 **10 department stores**

 **5000**
Bluebird enterprise
tablets



“Among many difficulties to deploy the Tablet POS for the first time as a major retailer, Bluebird was the only manufacturer who could meet the design concept, tight schedule and budget that Shinsegae required, and it made it possible for Shinsegae Department Store to deploy the Tablet POS successfully.”

Jinwoo Yang, Customer Experience Manager of Shinsegae Department

Challenge

Today retailers are undergoing a noticeable transformation. Online shopping has transformed customers’ buying patterns and shopping expectations. As one of the major high-end retailers in Korea, Shinsegae department store has kept an eye on one of the recent trends, omni-channel. Shinsegae wanted sales personnel to be armed with powerful tools to engage with the customer actively on the floor. Moreover, they needed to integrate different kinds of POS systems for more efficient workflow and smooth communication among the staff.

Solution

Many retailers are adapting to omni-channel, which is a multichannel approach to sales that provides the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in bricks and mortar stores. In order to respond to this trend, retailers need a massive upgrade.

To that end, Shinsegae department store dramatically changed their POS system to a customer-centered approach. Shinsegae chose Bluebird tablet RT100 to reflect this trend in a full-featured point of sale system that runs on Windows 8.1 Industry Pro and has deployed about 5,000 of them in the first half of 2016.

Benefit

Shinsegae redefined the concept of the next-generation POS as ‘overcoming barriers and achieving effective communication’ device, not just a payment device. The new POS system with Bluebird tablets RT100 allows store associates to complete their tasks more quickly and communicate with customers efficiently. It’s not just a payment terminal but a vital factor as a gateway for the advanced communication. The new POS system enables managers to foster customer satisfaction and increase sales conversion.

Everyday, about 3,440 employees help customers in 10 high-end Shinsegae department stores in Korea. The store managers of Shinsegae has looked for powerful sales tools to increase conversion rates and coped with mobile era. Until recently, the POS system was made up of 4 different types, making communication difficult and inconsistent; It took too long to apply even trifle changes.

SHINSEGAE DEPARTMENT STORE CASE STUDY

limitation of the old POS system

The old POS system had simple functions and was complicated. The necessary interworkings were not efficient between this POS, other POS, and the POS centralized system. It caused many communication problems between employees, as well as employees and customers. Without an entire transformation of the old POS system, customer engagement and communication couldn't be improved to respond to new waves.



tailored solutions for industry-specific environments

In order to overcome the challenges, Shinsegae was looking for a manufacturer who could meet the unique requirements for high-end retail environments and support various specific technical factors. The POS solutions which Shinsegae wanted to change are not just devices plus some applications or just adopting some scenarios after few interviews. It's about industry-specific solutions that have the power to enable the transformation of the workplace. Bluebird interviewed many users in diverse classes such as cashiers, sales personnel, store supervisors and even SI managers and obtained insights to provide the particular factors. Based on the user scenarios through in-depth interviews, Bluebird captured exactly what Shinsegae wanted and met all the most demanding needs.

For first instance, Bluebird collaborated with Microsoft for the implementation of OS and softwares. Secondly, Bluebird had modified many components of the RT100 during the development phase to facilitate the RT100 in the retail environment. Unlikely consumer device manufacturers and other industrial mobile device providers, Bluebird has provided technical customization at the enterprise level. As a result, Shinsegae was so satisfied with many tailored factors. One of the dramatic transformations is the customization of cradles. 10 mock ups were presented for the RT100 cradles and fulfilled with the complete customization into the finest one cradle. This is why Bluebird received a favorable evaluation, compared to other 10 huge global competitors.

the first case of technical success

In terms of technical advantages, the Bluebird enterprise tablet RT100 is one of the most advanced instances to be realized with Intel CPU and Microsoft Windows 8.1 Industry pro in the world. In the past, there were some actual implementation cases adopted with Android for small-volume deployment. But this case is one of the world firsts of its kind to be fulfilled with Windows 8.1 for over a 5,000 large-volume deployment.

Along with these hardware features, the Windows 8.1 Industry Pro offers various enterprise-class functionalities. In contrast to the old POS system which was a mere cash register, the new POS system with the Bluebird RT100 presents a big difference with various functionalities such as light and slim features for portability, stable and excellent network connectivity for in-store mobility, powerful device capability to support new Windows 8.1, industrial durability for accidental drops, user-friendly product interface design, etc.



RT100

EP200

SHINSEGAE DEPARTMENT STORE CASE STUDY

various functionalities of Windows 8.1 Industry pro

The RT100 fully delivers full OS support with the dedicated OS team of Bluebird. The technical OS support enables Windows 8.1 to perform at maximum work capacity. Along with this full capability, users can experience some of the fantastic functions such as multi-user login, graded access according to user classes, real-time interworking and the gateway between each mobile device and back-end servers.

a gateway of communication

It is the first POS system that works as a gateway of communication between employees and customers, among the staff, as well as mobile devices and a centralized network system. Bluebird tablet POS allows staff to move around in the store where the customers are. The store employees can actively engage with visitors to communicate instead of being involved with too many complex tasks. They can track all the stock of merchandise immediately and confidently recommend something in vogue on display on the spot in real time. Employees are free to track where the specific items are immediately, answer the customer's inquiries and enter the customer's order in front of them, ensuring accurate orders with the tablets.

new shopping experience of mobile era

Shinsegae expects to deliver customers a new shopping experience with the Bluebird tablet RT100. The sales managers already have been experiencing the new shift to the omni-channel environment and there is a clear difference to smart shoppers who keep an eye on the latest trend.



"We can provide the customer with a seamless shopping experience whether in-store or online. Consumers used to look around the store and then buy online in the past. Thanks to mobile tablet POS, Bluebird RT100, we can provide the best benefit in the store. If the product is out of stock in the store, we can order the item before the purchasers with online shopping mall. It seems like consumers are aware that there is no difference between online and offline now. This is in contrast to the old way," says Enjin Kim, the manager of the golf shop at Gangnam Shinsegae.

"We're in the process of syncing in products and services both online and offline. From now on, we will analyze customers' purchase profile and recommend targeted goods and coupons based on the shopping history and purchase tendency of customers. The new generation POS system enables customers to experience the omnichannel in the store." says Jinwoo Yang, customer experience manager.

what does drive customers' attitudes and behaviors

The next-generation POS with the Bluebird tablets RT100 will leverage real-time capability to see what drives customers' behavior and patterns. The interworking of data tracking between mobile apps and in-store POS stands out.

SHINSEGAE DEPARTMENT STORE CASE STUDY

"After the deployment of next generation POS with Bluebird tablets, we can help customer's purchase decisions. Now we can offer discount coupons, membership benefits and promotional credit before customers ask. Most consumers are satisfied with low prices and special offers." says Sanghee Yoo, the manager of Armani Collezioni store in Gangnam Shinsegae.

differentiated yet unified shopping experience

It's not just the interworking between store POS but between store POS, online shopping mall and mobile apps in real time. Above all, the next generation POS system effects store visitors who often use mobile apps to enjoy much benefits. Sales personnel can provide useful benefits as well as help customers decide to purchase with Shinsegae mobile apps. With interworking between mobile apps, the online shopping mall and bricks and mortar stores, Shinsegae has provided centralized service under one unified sales strategy.

"You don't need to keep many coupons and all the receipts if you use mobile apps we distribute. We can provide a borderless shopping experience between online and offline with the next generation POS system. For instance, if a consumer hesitates to buy a scarf, a salesperson can help by showing some pictures of models wearing the garment one by one. When the consumer decided to purchase a merchandise and it is out of stock, the salesperson can have the item delivered through the online store with the mobile tablet on the spot. Sales personnel can provide also every benefit that consumers were unaware of 'em. We'd like to develop additional services to provide a seamless shopping experience anywhere, anytime with no differentiated policy between online, mobile, and in-store channel." explained Jinwoo Yang.

With interworking between mobile apps, online shopping mall and bricks and mortar stores, smart shoppers can get all the benefits and discounts. Moreover, Shinsegae can provide one shopping experience and centralized service under one unified sales strategy.

Shinsegae has accomplished omni-channel in high-end retailing environment for the first time in Korea

In addition to the advanced consumer approach with integrated POS system, Shinsegae is able to seamlessly manage business in today's ever-changing omni-channel environment. Shinsegae ran many different systems to process payment in terms of POS type, function and OS platform in the past. So as to improve workforce productivity, they integrated one POS system with Bluebird tablet RT100 and Windows 8.1 Industry Pro reduce hidden costs and inefficient management. As a result, they achieved simplified management and deployment under the one strategy. Shinsegae is an industry-leading company which has accomplished omnichannel retailing, both in name and reality.



MT280



Bluebird Inc. (Corporate Headquarters)

SEI Tower 12-14F, 39 Eonju-ro 30-gil, Gangnam-gu, Seoul, Korea. Postal#06292
Phone. +82-1577-0778 Fax. +82.2.6499.2242 www.bluebirdcorp.com

Copyright © 1995-2016 Bluebird Inc. All rights reserved. Bluebird Inc. is the designer and manufacturer of Bluebird hand-held mobiles. Bluebird logo is registered trademark of Bluebird Inc. Features and specifications are subject to change without prior notice.