

skeye.allegro boosts sales

The Globus DIY markets have already opted in favour of mobile terminals from Skeye for the second time. What makes the skeye.allegro a compelling choice is its quality, ergonomic design and low weight.



Project information

Customer

GLOBUS Fachmärkte
GmbH & Co. KG
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Supplier

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Solution

Mobile data capture

Hardware

skeye.allegro



Labour-intensive

Germany is busy building – projects are being initiated, organized and implemented from the coastal region all the way to the Alps. DIY enthusiasts, professionals and hobby craftsmen are refurbishing, renovating and improving their homes themselves; there are no limits to the imagination.

GLOBUS, the successful Saarland-based family enterprise, assigns a great deal of importance to customer satisfaction. Yet a full-range DIY store carrying a wide assortment of products also has a host of complex logistical needs. The mobile terminal skeye.allegro helps the sales staff in each of the 84 GLOBUS and hela specialist stores meet these challenges on a daily basis, as the mobile terminal skeye.allegro fulfils all requirements of such a labour-intensive environment.

Convincing

“We opted in favour of the skeye.allegro as it complies with our high standards and requirements to the optimum extent,” explains Martin Fries, Head of IT of GLOBUS. “We already deployed its predecessor in our stores and remain convinced of the quality of the Skeye devices. With its relatively low weight and single-hand operation, the skeye.allegro is perfectly suited to our working conditions, enabling our staff to react in a swift and flexible manner at all times. This will enhance the efficiency of work processes and accelerate operating procedures, giving us more time to advise and assist our customers,” says Martin Fries.

Routine

Everyday work in a DIY store is varied and exciting. At the start of each working day, staff members log in to the store’s merchandise management system with their skeye.allegro device. All data recorded subsequently is transmitted to the system via WLAN in real time – and the working day can begin.

First incoming and then outgoing deliveries are processed. Staff members coordinate the arrival of trucks and scan the new merchandise. Next, these

new goods are sorted for further processing. The skeye.allegro indicates, for instance, whether an item is an individual customer order or whether the merchandise is to be moved directly into the sales room – this allows everything to be allocated correctly and forwarded to the right place.

Even whole pallets can be scanned easily and quickly with the skeye.allegro, as the laser scanner can capture dozens of barcodes in the shortest period of time.

The skeye.allegro enables our staff to perform their tasks much faster and more accurately.

Hands-on

In the DIY store a staff member attends to a customer who shows her a sales brochure. Specific fluorescent tubes are on sale at a special price, but the price displayed on the merchandise differs from the special price offer. The staff member removes a fluorescent tube from the shelf and scans the price tag with the skeye.allegro device for comparison purposes and is able to explain the misunderstanding to the customer, who had taken the product of some other manufacturer from the shelf. The mobile terminal always displays the current price, even that of promotional and special sale items.

One staff member returns old stock on behalf of an electrical appliance manufacturer. He enters the return into his skeye.allegro. In other merchandise categories, checks are also carried out as to whether e.g. the shelf life of paints has expired, or whether goods are defective.

Meanwhile, additional goods need to be ordered in the plumbing department. The staff members of the specialist store know exactly what quantities of items from the various product segments are sold on specific days, enabling them to place repeat orders in good time. They scan the article number and enter the quantity to be reordered via the convenient, easy-to-use keypad. The skeye.allegro facilitates swift and reliable handling of orders; the time-consuming and

error-prone manual recording of goods on the rack, followed by transfer into the PC, now is a thing of the past.

The Head of IT also appreciates the benefits of the mobile terminal. “The skeye.allegro enables our staff to perform their tasks much faster and more accurately. The less time-consuming handling of work processes increases their presence at the point of sale and, therefore, our sales revenues in relative terms.” Staff members see yet another pragmatic benefit: The skeye.allegro is simply ideal because it is so easy to handle.

Marco Sieme, Key Account Manager at Skeye, couldn’t agree more: “The ergonomic design, low weight and single-handed operation allow users more freedom of movement when carrying out their work. This makes the staff’s daily working routine so much easier and increases the company’s efficiency.”


Well protected


Dusty surroundings, a common occurrence in a DIY store, pose no problems whatsoever to the skeye.allegro thanks to its Protection Class IP65. It remains unharmed even if dropped from a height of 1.20 m and thus is the ideal device to help cope with – at times difficult – everyday routine requirements.

With an additional device pool of 1,400 mobile terminals, Skeye supports the GLOBUS and hela DIY stores in carrying out their successful stock-taking routines.

Fruitful

Of course, stock-taking represents a special logistical challenge for every wholesale & retail organisation. With an additional device pool of 1,400 mobile terminals, Skeye supports the GLOBUS and hela DIY stores in carrying out their successful stock-taking routines – this is why Skeye and GLOBUS intend continuing their fruitful collaboration in future.

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