

QDigital Retail Headset system

Before/after analysis of QDigital installation



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QDigital has been making wireless communications systems for retailers since 1995. Today, its **QDigital Retail Headset system** is primarily used to improve productivity around the checkout operation in mid to large scale supermarkets and for store-wide voice communication between staff in smaller C-store formats.

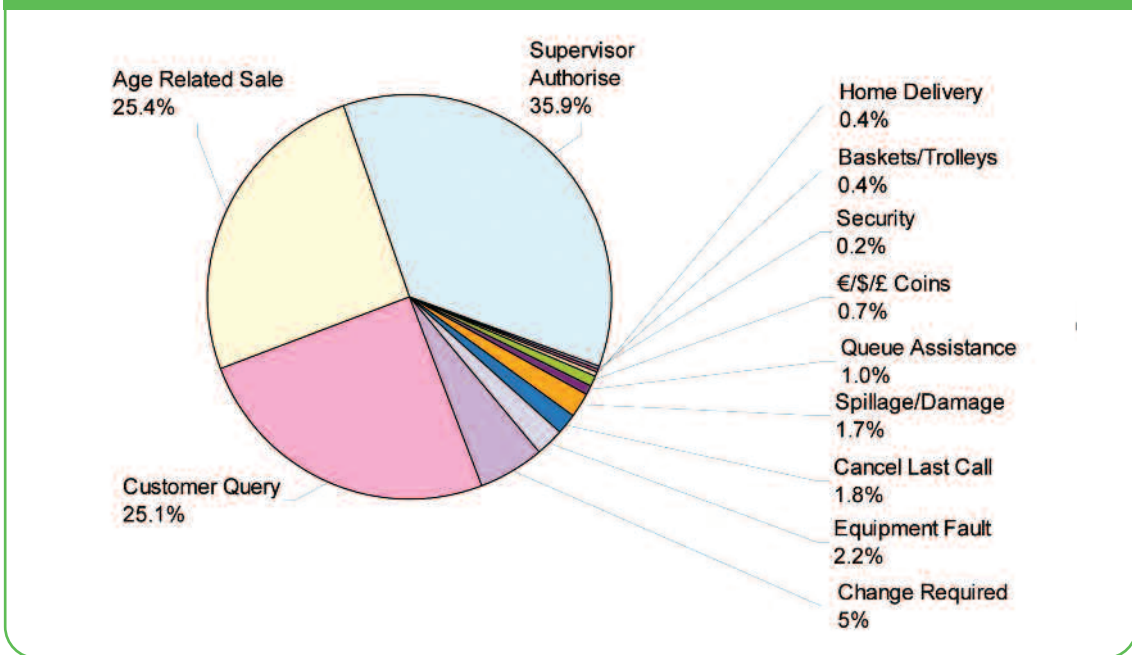
In supermarkets, or any store with more than six tills, it's proven that improving the communication between till operator and supervisor saves valuable time rectifying problems that halt the scanning process, whether supervisor authorization, age-related sale, spillage, coin request etc.

The **QDigital Retail Headset system** is very straightforward. Supervisors wear lightweight, robust and wireless headsets to talk between each other and hear pre-recorded digital voice messages from keypads located at checkouts or any location around the store. The messages – such as “supervisor required till 9”, or “packer required till 15”, or “age related sale till 4” - reach all headset users immediately, with no engaged tone or delay that you might experience with a phone or text alert.

Consider these independent audits carried out by two large supermarket chains. Both used 'before and after' measurements to assess how long it was taking to resolve routine problems that arise at the tills before and after deploying **QDigital Retail Headset system**.



TABLE 1 - Proportion of messages selected on keypads



Retailers typically use the 12 button Messaging Keypad at checkouts. **Tables 1-3** use data compiled from 500 timed events at supermarkets that went on to adopt the system as part of a wide ranging roll-out.

Table 2 plots the time each call took to attend. As you can see, with QDigital the vast majority were cleared in less than 40 seconds while without headsets many requests were taking longer than 120 seconds.

TABLE 2 - Time each call took to attend

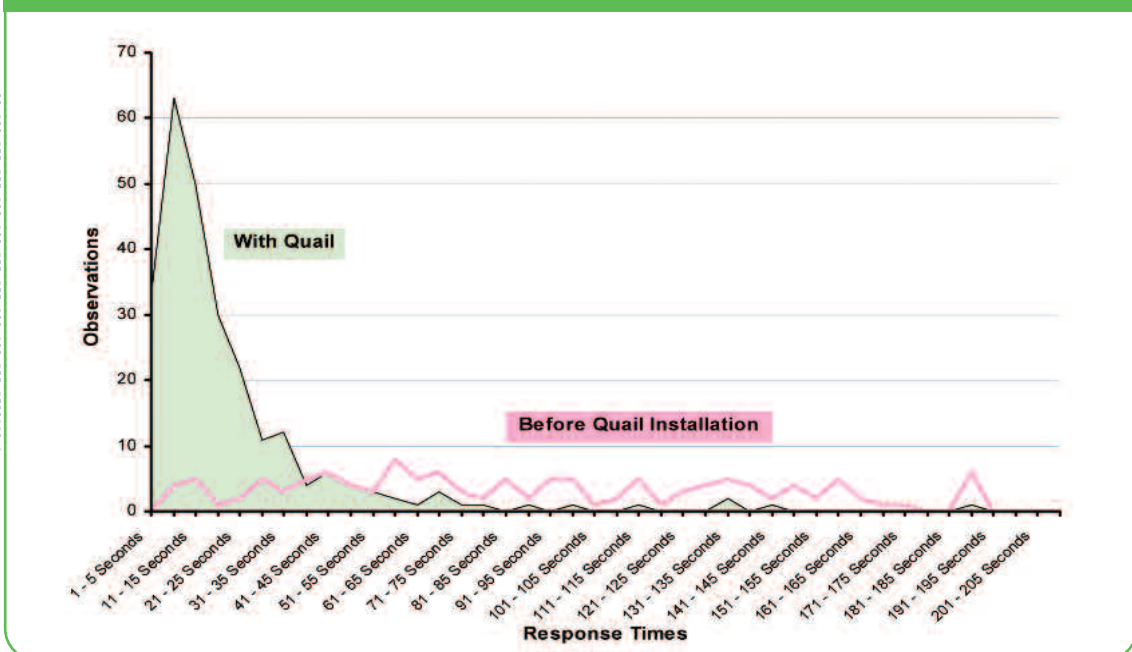


TABLE 3 - Average response time for message on keypad

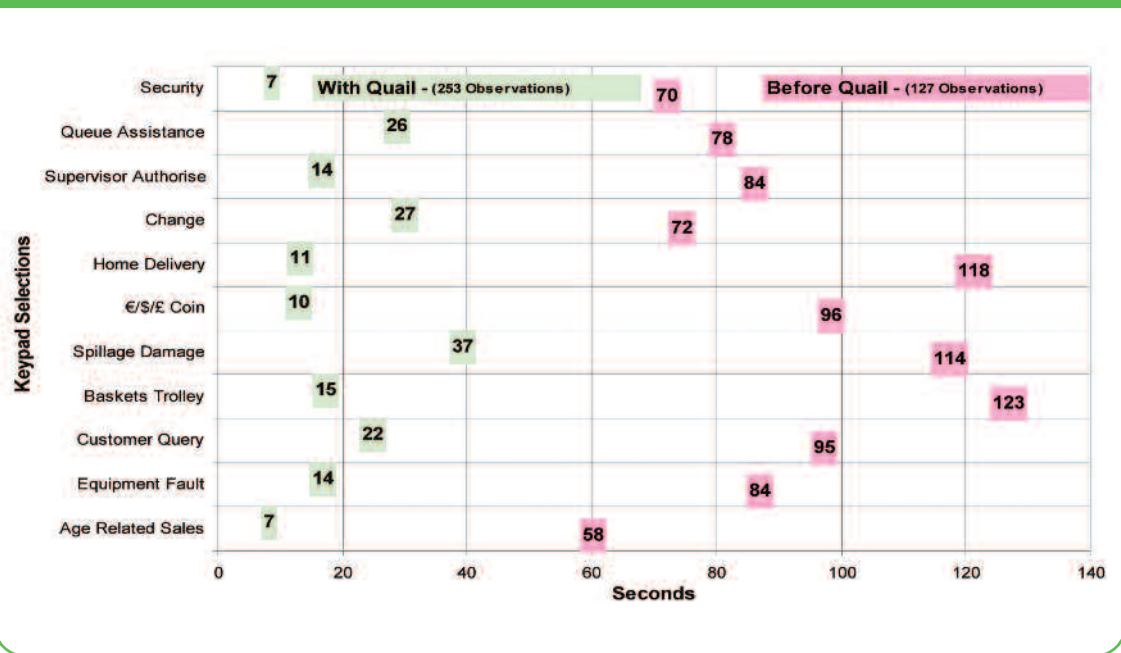
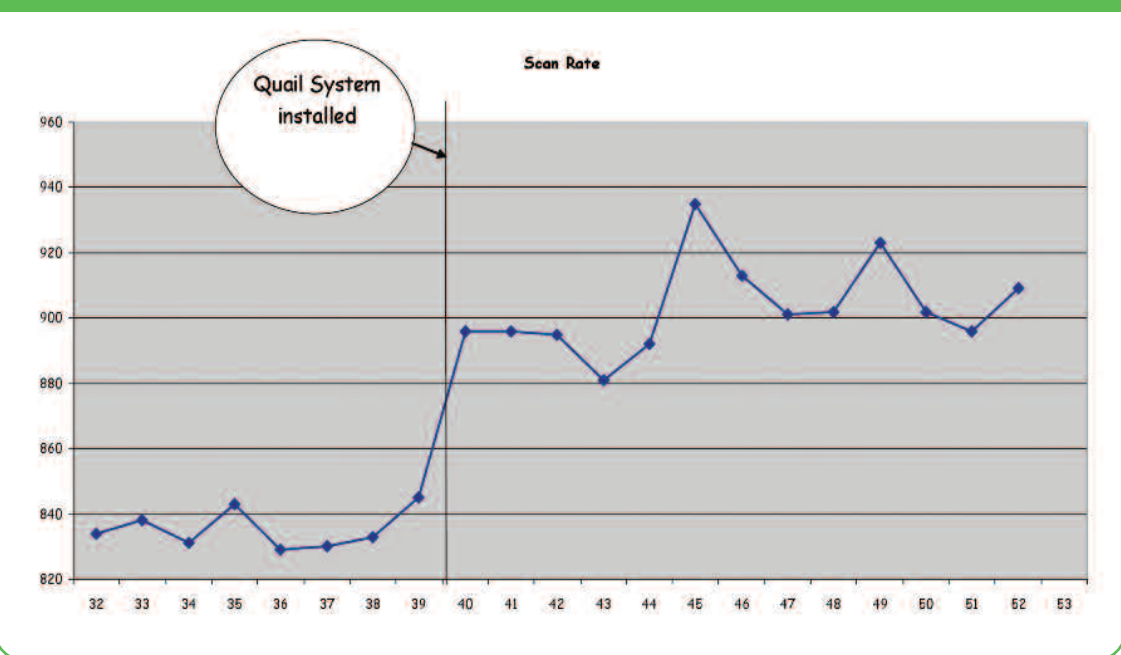


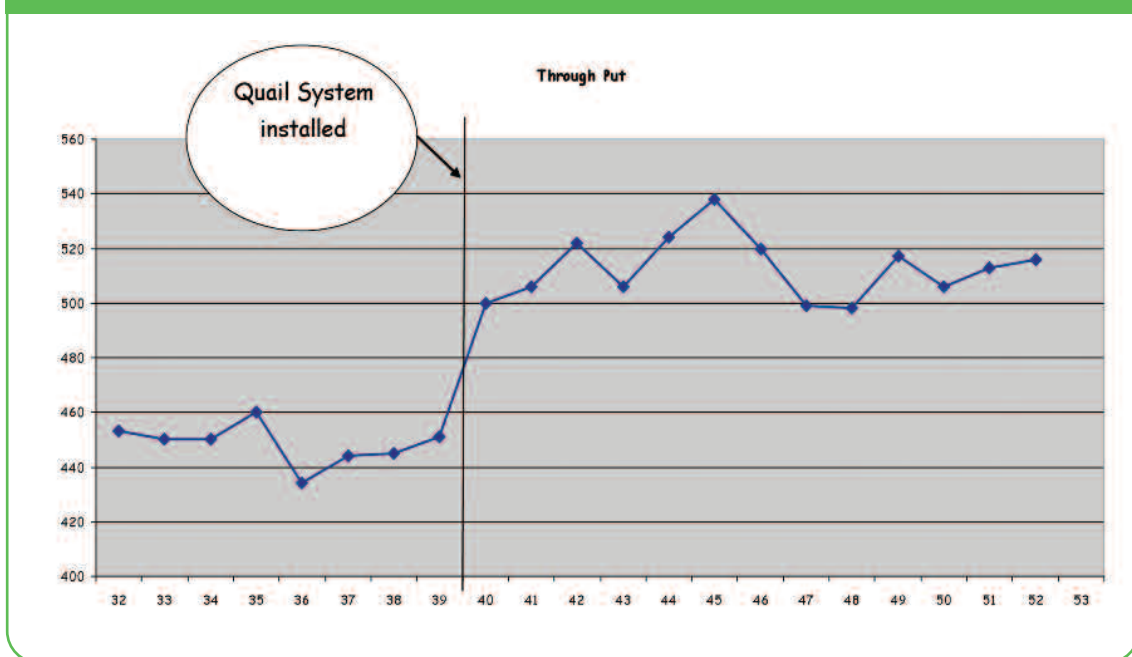
Table 3 records the average time for each type of keypad call (supervisor/change etc). The difference is plain to see; on these 500 observations **QDigital Retail Headset system** saved a minimum 45 seconds and maximum 108 seconds on the range of keypad requests

TABLE 4 - Checkout Scan Rate



Tables 4 and 5 show results from another large-scale supermarket chain which wanted to measure the impact of using **QDigital Retail Headset system** with Messaging Keypads at their tills when measured against scan rate and through put. If headsets improved productivity against a constant throughput then there was the possibility of requiring fewer tills to be operational.

TABLE 5 - Checkout Through Put



This operator observed they were able to save 36 hours a week in the checkout area whilst maintaining their scan and through-put rates.

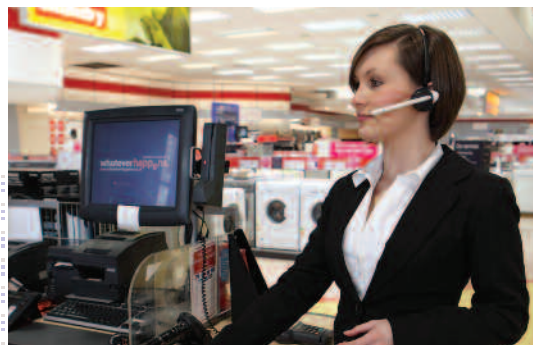
Reducing stock loss and improving staff safety

C-stores use **QDigital Retail Headset system** to improve productivity and security. With three or more staff wearing headsets they'll respond quicker to routine requests. They'll also reduce stock loss because those operating the checkouts can send alert messages via keypads when they identify a possible theft. Stock loss in the C-store sector is a recurring issue and the use of headsets assist in reducing it.

Independent 'before and after' research using QDigital in one chain trading from 3000 sqft outlets shows improvements as follows:

Price check	85% faster
Home delivery enquiry	82% faster
Colleague telephone call	80% faster
Store visitor	60% faster
Product availability	50% faster
Product advice	50% faster

Stock loss reduction in C-stores where headsets were used has been put at up to 25%.



Here's what store managers who use QDigital Retail Headset system say about it...

"What is its biggest advantage?"

- Communication between supervisors in the evening
- Customers are dealt with much quicker and the relevant staff can be contacted immediately
- Duty managers can keep in touch over a large shop floor
- Improved security, faster response
- Improved customer service and more professional
- Quicker authorisation at the till
- Efficient use of time

85% of store managers believe "QDigital Retail Headset system improved customer service" and gave improvements in these areas...

- More professional at the customer service point - no shouting for help anymore
- Able to communicate with other supervisors at the touch of a button, saving considerable leg work in store
- Checkout service very much improved
- Change received quicker as it is easier to call supervisor
- Speed of solving issues
- Catching shoplifters
- Customers not waiting for a supervisor as they react more quickly

73% of store managers believe “QDigital Retail Headset system improved store security” and gave improvements in these areas...

- Especially in the evening, customers can see you are not alone
- Headsets act as visual deterrent
- Support officers wear headsets so have direct communication with front of store
- Keeps all staff in touch
- After identifying possible shoplifters, we can walk past them and talk on the headsets
- If a known thief enters the store, we are all aware at the same time and can react immediately
- Security guard watching CCTV can communicate with shop floor

