

Qmatic Success Story

Ica Supermarket Hisings Kärra



Customer experience in focus at Ica Supermarket in Hisings Kärra



ICA Supermarket in Hisings Kärra is located in a residential district outside Gothenburg. Jörgen Kjerstensson has been an Ica store manager for five years and reports that the store has 35 employees and about 16,000 customers per week. This means that the average purchase per customer is quite low, at the same time as there is high customer throughput.

“Our most important focus is on the customers and making it simple and attractive for them to use the store,” says store manager Jörgen Kjerstensson.

THE SITUATION

For many years the store has had a supermarket entrance convenience store where we also offer both lottery and mail services.

In the past it was often the case that queues would quickly develop, which led to irritation among customers and stress for the store personnel. The new queue system enables us to continuously monitor how many

customers are waiting as well as how long it takes to serve each customer. Jörgen reports that he receives a daily email with statistics from the previous day about whether they have had long or short queues, etc.

“It helps us to plan our staffing based on when our

16,000
customers per week

customers choose to visit us. It works much better now, we don't have the long queues we used to have because we can quite simply staff more correctly,” says Jörgen.

THE SOLUTION

The new delicatessen section is divided into Deli and Fish. The current format we have chosen is to have one queue for both sections, and that's because we want to test things out going forward, Jörgen says, adding that that's why he has selected a system that the store can develop with and which doesn't place any restrictions on them. We can continuously monitor how many customers there are in the queue as well as how long it takes to serve each customer.

"The positive thing about our new system is that we can see how many customers are waiting and how long they have been waiting, reports an employee in the deli. We have decided that if a customer has been waiting for more than five minutes then we summon a colleague to come out and help."

THE RESULTS

"Jörgen says that the major advantages are that we are always able to adapt according to when we have customers, for example how many store personnel would be required on a Friday afternoon. We save money at the same time as we provide the customer with a better experience. Instead of standing in a queue for 20 minutes to be served in another store, the customer knows that

it will take less time at ICA Supermarket in Hisings Kärra. It is always about making things simpler for the customer, it is the customer who is in focus, Jörgen emphasizes. The younger generation is coming through, and they are our future customers so it is important to have a system which meets their needs, it's that simple.

I looked at various solutions and chose Qmatic as I saw it as an investment for the future and because I didn't want there to be any restrictions in my system, Jörgen

"We have selected a system that we can develop with and which does not place any restrictions on us"

Jörgen Kjerstenson,
Store manager Ica Supermarket Hisings Kärra

says.

If we want to offer e-shopping and food collections in the store in the future, then there is also the option of using the system for that. Another option can be to provide customers with a queue number on their cell phones.

I am very pleased, Jörgen says.

OVERVIEW OF THE SOLUTION

Ica Supermarket Hisings Kärra

Swedish retailer with a focus on food and health.

Region: Sweden

The challenges

- Quick errands in the supermarket entrance convenience store
- Large footfall in the new deli

The solutions

- Qmatic Orchestra platform
- Queue system in deli

- Queue system in the supermarket entrance convenience store
- Business Intelligence for statistics

The advantages

- Shorter queues in deli and supermarket entrance convenience store
- Adapt staffing according to customer flow
- Develop the system according to need

Contact us to know more

Qmatic Group
www.qmatic.com
marketing@qmatic.com

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