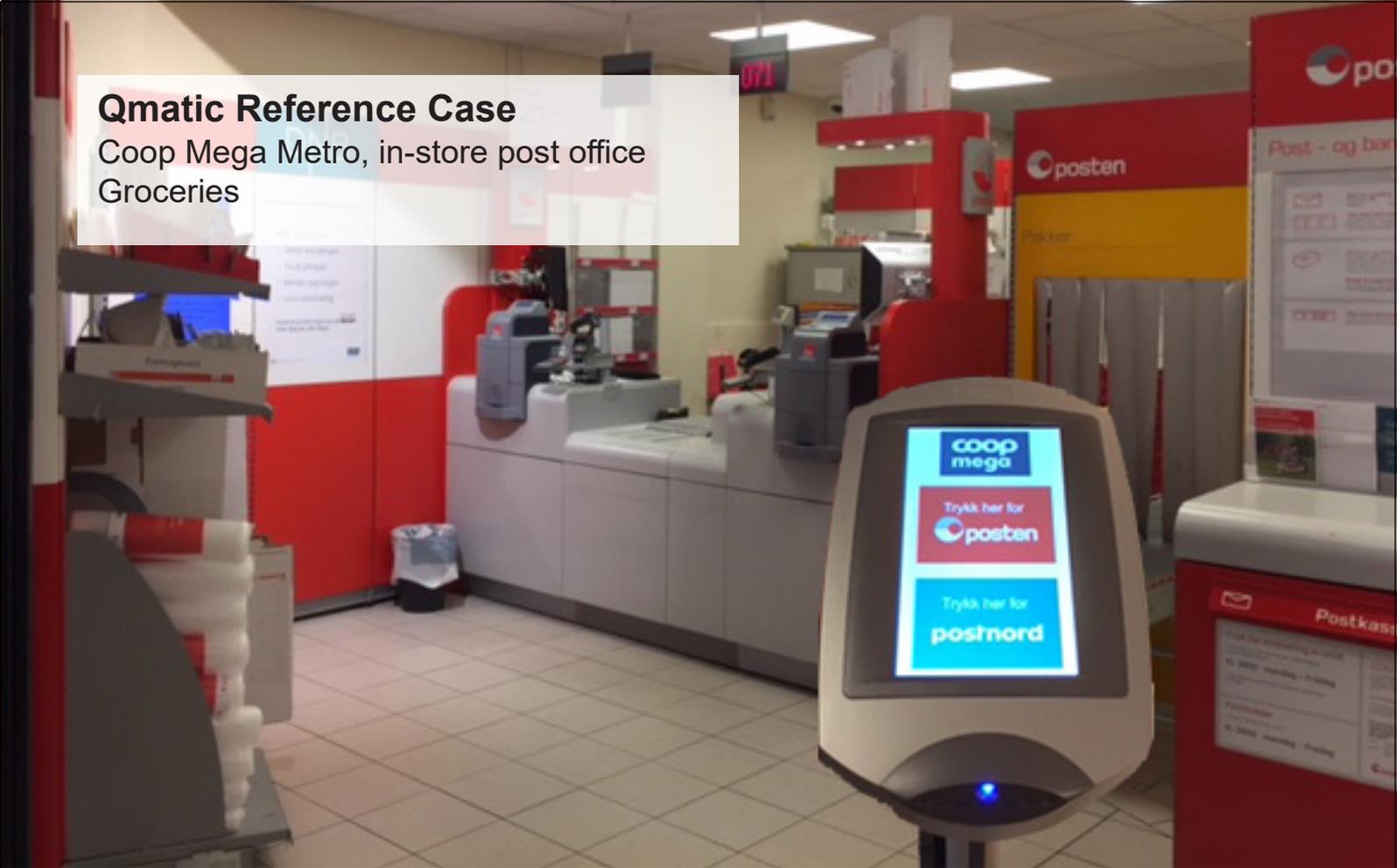


Qmatic Reference Case

Coop Mega Metro, in-store post office
Groceries



Every day, more than 500 post office customers are served by Qmatic at Coop Mega Metro's in-store post office in Lørenskog

**coop
mega**

Norway Post was established on January 17, 1647. More than 350 years later, a decline in the use of postal services forced Norway Post to streamline its operations, and in just a few years the number of post offices in Norway was reduced from 3,500 to 50. Many of the traditional postal services moved into grocery stores throughout Norway, including the Coop chain, but no one had predicted that postal consignments would actually increase in volume and create entirely new challenges. Coop Mega Metro in Lørenskog had a turnover of NOK 153 million in 2017 and operates Norway's largest in-store post office. In 2016, they handled 106,000 transactions for Norway Post, and this figure increased to 145,000 in 2017. They also handled 11,862 transactions for PostNord. Christian L. Pedersen, Store Manager, Coop Mega Metro, explains: „We run a large supermarket, and it's natural for us to offer a service like an in-store post office. With our central location and high population density, we expected a large number of post office customers – and of course shoppers. However, nobody really envisioned the huge growth in packages from online shopping.“

SITUATION AND CHALLENGES

In-store postal services are a good solution for many reasons, and one in particular is the opening hours. However, the vast increase in packages from online

**145,
000**

In 2017, Coop Mega Metro handled 145,000 transactions.

shopping creates challenges for many stores that do not have the space or capacity to handle long queues. This challenge also became apparent at Coop Mega Metro. Long queues blocked the entrance to the store, irritated shopkeepers in surrounding stores, frustrated customers

and, in particular, created stress for employees. Pedersen searched for a solution and quickly found Qmatic.

SOLUTION

A Qmatic system was installed that had a screen and ticket printer. This also solved another problem, namely keeping Norway Post and PostNord's packages and transactions separate. It was easy to do this using separate checkouts, which also eliminated the problem of long queues. The storeroom was also expanded. By gathering good statistics, the store could easily calculate when the peak times were and staff the store accordingly. It was also possible to change the settings and open a one step checkout when the pressure was greatest, so customers who were only there to pick up a package without payment could receive quick service.

A screen that was placed approximately in the middle of the store also plays a significant role in the success of the system. It allows customers to shop while they wait their turn.

RESULTS

The queues were reduced and, at times, completely eliminated. Waiting times decreased dramatically, especially for customers who only had to pick up a package and did

not need more comprehensive services. Customers' perceived waiting time was also reduced. Being able to move around freely instead of standing in a queue makes the whole experience much more relaxing.

„Qmatic's solution is necessary due to the increased number of packages, and it is customer-friendly, user-friendly and employee-friendly.“

Christian L. Pedersen, Store Manager, Coop Mega Metro

SUMMARY

Coop Mega Metro

Coop Mega Metro handled 145,000 transactions for Norway Post and PostNord in 2017.

Area: Groceries/In-store post office

Location: Lørenskog, Akershus, Norway

Challenges

- Long queues and long waiting times
- Irritated customers and stressed employees
- Little overview of the queue flow

Solution

- Qmatic Solo
- Assigned number in queue to distribute customers to multiple checkouts
- Statistics

Benefits

- Reduced actual and perceived waiting times
- Reduced and, at times, eliminated queues
- Statistics for optimum queue flow and staffing

Do you want to find out more?

Eivind Lie
eivind.lie@qmatic.com
98223006

Tommy Nilsen
tommy.nilsen@qmatic.com
96229086

Qmatic Norge
Sinsenveien 53A
0585 Oslo
www.qmatic.no

QMATIC