

Decathlon: the innovative solution making the checkout experience smoother and faster



” We needed a form of technology which was in line with our new store concept. **Solo Linea by Qmatic** was exactly what we were looking for. Our customers really appreciate these technological advances. ”

Donato Favale
Area Operation Manager Decathlon Italy

Decathlon is one of the best-known and best-loved sports equipment retailers in the world. With over 1,100 shops in 27 countries, the company seeks on a daily basis to "make the pleasure and benefits of sport accessible to all". Decathlon's mission is reflected in the way the company designs, produces and sells products with excellent value for money, encourages respect for the environment, pays close attention to internal and external relationships, and places a strong emphasis on

innovation.

where looking for, says Mr. Favale. Decathlon and Qmatic therefore started work on the first project, planning out the specific journey taken through the store:

- before reaching the checkout area, customers see dedicated messages informing them that there is a *Single Queue* system;
- a monitor tells the customer which checkout they should go to, providing visual and audio clues;
- the colors and graphic elements on the checkout displays help customers find their way, making the purchasing experience both simple and pleasant.

After a successful pilot project was launched at the store in Corsico (province of Milan), **Solo Linea** was then introduced at numerous other stores run by this French brand.

Qmatic is now improving experiences for Decathlon customers in 35 stores all around Italy.

THE PROJECT

DECATHLON

Decathlon is one of the best-known and best-loved sports equipment retailers worldwide. With over 1,100 shops in 27 countries, the company seeks on a daily basis to "make the pleasure and benefits of sport accessible to all".

SECTOR: Retail

COUNTRY: Italy

DISTRIBUTION: 115 shops around Italy

THE CHALLENGES

- Improve the purchasing experience for customers in store
- Reduce queuing time
- Increase staff productivity
- Reaffirm the image of the company as an innovation-focused business, paying special attention to the Customer Experience.

THE SOLUTION

- Qmatic Solo Linea
- Qmatic Solo—SMS alert (Decathlon Fiumicino Cycling department)
- Digital signage systems for customer queue management
- Real time statistics and notifications for management and staff.

THE ADVANTAGES

- More satisfied customers
- Shorter waiting times at the checkout
- Greater productivity of the checkout process
- Better working conditions for staff thanks to the orderly management of queues.



The Challenge

The company's clear propensity for innovation is where this story begins. In 2015, Decathlon decided to redesign some of its points of sale. "When we began redesigning our checkout areas, we realized we would need a solution which was in alignment with our new concept", states Donato Favale, Area Operation Manager at Decathlon Italy.

During this phase of change, Decathlon needed technology which would speed up payment times, making the move through the checkout area more fluid and smoother. The aim was to get rid of traditional queueing once and for all, whilst still ensuring all checkouts could work to the same degree of productivity and efficiency, thereby offering an improved overall service for customers.

The Solution

Decathlon considered a number of different technologies which could help the company provide a unique and special experience to its customers. However, many of the options were deemed to not meet the store's needs or too complex from an infrastructure point of view. It was Qmatic that came up with the right solution: **Solo Linea**. "It was exactly what we

Results

Thanks to **Solo Linea**, Decathlon has been able to **reduce waiting times** and **increase the productivity** of the **checkout procedure**.

"Our customers really appreciate these technological advances," Favale continues. "We are now planning to extend the number of installations in other outlets. We will also be using **Solo Linea** to gather and analyze statistics providing valuable information on store performance. This will help us to keep improving the purchasing experience for our customers."

Decathlon has also chosen to use Qmatic to manage the queue in the Fiumicino outlet's Cycling department. The Solo technology sends customers an SMS telling them when it is their turn. This means that customers can relax and continue looking around the store while they wait.