

Customer experience in focus at Ica Supermarket in Hisings Kärra



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Jörgen Kjerstenson,
Store manager Ica Supermarket Hisings Kärra



Strong customer flow

ICA Supermarket in Hisings Kärra is located in a residential district outside Gothenburg. Jörgen Kjerstenson has been an Ica store manager for five years and says 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 Jörgen Kjerstenson.

Shorter queues in the supermarket entrance convenience store

For many years the store has had a supermarket entrance convenience store where they 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 management system enables us to continuously monitor how many customers are waiting as well as how long it takes to serve each customer, says Jörgen.

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 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.

Better service in the new deli

The new deli 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, Jörgen adds.

"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."

Customer needs the determining factor

Jörgen says that the major advantages are that they are always able to adapt according to when they 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".

Investment for the future

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 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.

SUMMARY

CUSTOMER Ica Supermarket Hisings Kärra

INDUSTRY Groceries

FACTS

- Customer flow 16,000 per week
- Number of employees 35

CHALLENGES

- A lot of customers
- Quick errands in the supermarket entrance convenience store
- Large footfall in the new deli

SOLUTION

- Qmatic Orchestra platform
- Queue system in deli
- Queue system in the supermarket entrance convenience store
- Business Intelligence for statistics

BENEFITS

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