

NEW LOOK 'LOVE' THEIR HHTS

NEW LOOK TRANSFORMS ITS IN-STORE ACTIVITIES AND GOES 'PAPER FREE' TO COMPLETE TASKS IN A FRACTION OF THE TIME AND DELIVERS EXCELLENT CUSTOMER SERVICE.



CUSTOMER PROFILE

- Company
 - New Look
- Location
 - UK
- Industry
 - High Street Retailer
- Wireless
 - Centralised network architecture
- Software
 - ISIS In-Store software
- Hardware
 - 1600 Symbol MC3000 HHTs
- Support
 - ServiceTrak

THE 'PAPER FREE' CHALLENGE

New Look operated an out dated paper based system for all their in-store activities including the critical stock management and price management processes.

A strategic decision was made to initiate changes that would increase the profitability and efficiency of their store operations and in particular provide improved price management. M-Netics partnered with New Look to consult on the most appropriate solution in terms of both software and hardware architecture.

“IT’S BEEN A GREAT SUCCESS AND M-NETICS’ HUGE CONTRIBUTION, PRESENCE THROUGHOUT THE WHOLE PROJECT, HAS BEEN CRUCIAL”.

Phil King, New Look

M-Netics supplied New Look with an enterprise mobile data capture solution to simplify and manage many aspects of in-store activity in New Look’s 667 retail outlets.

M-Netics’ **ISIS** modular suite of retail applications enable shop-floor staff to operate in a ‘paper free’, highly accurate and efficient way utilising the latest mobile Hand Held Terminal (HHT) from Symbol Technologies, the MC3000. Operating on a wireless infrastructure, data is seamlessly transferred in real-time between the store based HHTs and a clustered server environment at New Look’s headquarters in Weymouth, to maximise network control and security.



For more information how M-Netics can supply a solution to simplify and manage many aspects of your in-store activity, please contact:

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or email: info@mnetics.co.uk

THE SOLUTION

M-Netics designed a Cisco based wireless network for all 667 stores which is routed securely to a server cluster at New Look’s headquarters in Weymouth. The centralised network architecture enables maximum network control and security whilst minimising capital outlay at the store level.

New Look chose M-Netics’ retail software suite **ISIS** for many of its in-store operations. **ISIS** offers a modular approach whereby additional functionality can be ‘switched on’ and seamlessly made accessible to selected HHTs at the flick of a button. **ISIS**’s flexible and modular approach covers all in-store functions of stock management, price management, customer service and management information combined with VOIP capability and mobile printing. Support is provided via **ServiceTrak**, M-Netics’ state-of-the-art web portal for managing the enterprise asset estate and for seamlessly placing service calls. SLA and exception reports are system generated and emailed to key users to provide constant awareness of the health and performance of the equipment estate.

Implementation of the end-to-end solution was achieved in 17 weeks and completed on time with a 100% installation success.

The roll-out was completed in three phases:

- Wireless infrastructure survey and installation
- Initial HHT trial stores
- HHT roll-out of 70 stores per week

Training of the staff was via a trendy ‘self learning’ video for maximum buy-in from shop floor staff and was warmly greeted with an over riding message of ‘Love’ your HHT.

THE RESULT

The project has been measured in two key areas:

- Stock management
- Price look-up and markdown

The efficiency gains have been considerable, especially in stock management. In the majority of stores the stock room is away from the shop floor and searching for items was tedious and time consuming.

Now the user simply scans an item and the stock availability by size and colour is instantly displayed.

The use of the new ‘price look-up and markdown solution’ has enabled instant answers to customer’s price check/availability requests and in doing so has freed-up significant additional staff time for other customer services/personal assistance, thereby improving the shopping experience. Price Markdown has transformed the way in which promotional activities are carried out. The simplicity of scanning an item and seeing real time price modifications empowers shop floor staff to effectively manage what was a complex paper based process.