

CASE STUDY

IN-STORE INFORMATION AND CUSTOMER LOYALTY DEMATERIALIZATION OF LOYALTY CARDS AND A NEW INNOVATIVE TOTEM SYSTEM TO READ ALL TYPES OF BARCODES

Release 1.0

CLIENT
COOP NORDEST

SECTOR
LARGE-SCALE RETAIL
TRADE

APPLICATION
SMART TOTEMS
INTEGRATED WITH
CRM, LOYALTY AND
INFOTAINMENT
SERVICES

TECHNOLOGY
UNIQUE 1D AND 2D
IDENTIFICATION,
DIGITAL SIGNAGE
MANAGEMENT

COMPANY

Coop Nordest is one of the nine large consumer Cooperatives that make up the Coop system, Italian leader in the modern retail trade. Founded in Reggio Emilia in 1995 with the merger of Coop Nordemilia and Coop Consumatori Friuli-Venezia Giulia, its operations cover broad areas of the Emilia, Lombardy, Trentino, Veneto, Friuli-Venezia Giulia Regions of Italy and currently boasts 75 supermarkets and 10 hypermarkets. Through the cooperative, hundreds of thousands of member consumers can now be players on the retail market. They are part of an original experiment in mutual aid, participation and economic democracy aimed at protecting and promoting their rights as well as ensuring cost economy, quality and safety of the products they purchase for their families.

NEEDS

To make loyalty card management more practical and efficient, take advantage of the innovations offered by the mobile consumer evolution and develop greener services, in June 2013 Coop Nordest kicked off a project aimed at dematerializing the cards, opting for a cutting-edge digitisation program that revolves around the use of

barcodes, both old and new. The goal? To provide point of sale consumers with a wide range of detailed information regarding product prices or ingredients using technologies that already comply with the new label coding standards for foodstuffs and which also allow for tailor-made program of rewards or even special promotions.

SOLUTION

After carefully evaluating Coop Nordest's application and service requirements, the solution was to install a series of smart totems fit with special double-reading 1D and 2D scanners (by Code Corporation) able to read conventional and two-dimensional barcodes including GS1 Databar, expected to be on-line in late 2014, QR Code and PDF 417 barcodes. Elegant, multi-functional smart objects, these new totems feature an internal printer and touch screen display. The system displays information rapidly using an advanced software solution: TOMS, Digital Signage Management Solution created by Tenenga Alliance Group. This system coordinates interactivity with the public, steering content viewing points through extremely practical, user-friendly Web-based direction. Besides serving as a price checker and to issue queue numbers at the various fresh produce



departments, the scanner enables all smartphones and tablets with the MyCoop app installed (developed specifically for Coop Nordest to support a cutting-edge CRM) to read the loyalty card barcode so the consumer can access the full range of in-store services: rewards, promotions, discounts and all marketing initiatives, including printing or ordering coupons to present at check-out, information on the ingredients/allergens in products and other information.

BENEFITS

- Multi-functional, ergonomic infotainment solution
- Full support for mobile CRM
- Scanner compatibility with any 1D and 2D barcodes
- Advanced Digital Signage Management with a dashboard

