



Retail & F&B the best of both worlds with Zucchetti's solutions

CLIENT

Alnatura

SECTOR

Retail and F&B

NO. OF EMPLOYEES

2,100

TURNOVER

€ 1 Mio

WEB SITE

www.alnatura.de

Alnatura was founded in 1984 by Götz Rehn, CEO of the company. For over 20 years, it has been selling organic foods such as bread, cereals, pastries and savoury snacks, dairy products and juices in more than 110 of its own stores both in Germany and abroad, through 3,500 branches of different partners. Moreover, Alnatura is a partner of Payback, the largest bonus program in Germany with 29 million customers.

SOLUTION:

POS solution



www.zucchetti.com

CLIENT'S REQUIREMENTS

Alnatura needed a solution to support the sale of its wide range of natural items and to manage all checkout processes in the store, the sales of the bakery department, as well as purchases of drinks for in-store consumption. Furthermore, an integration with the PAYBACK reward program was needed, in order to increase customer loyalty.

ACCOMPLISHED PROJECT

To support its expansion, Alnatura introduced SAP Retail enterprise-wide in 2014 and decided in a tender to implement the new Zucchetti's POS systems provided by TCPOS. Zucchetti convinced Alnatura thanks to the wide set of standardized solution modules available within the system, with which processes can be implemented very quickly and information can be easily traced.

Mobile payment via smartphone is now a routine part of the customer experience, since Alnatura now lets its customers pay via cashless smartphone app. Zucchetti's POS solution, which Alnatura rolled out in 2015, was prepared for mobile payments with the PAYBACK app from the beginning. The payment is authorized at the cash register by entering the personal PIN code and then a QR code is generated. The amount due is collected by direct debit from the customer's account. After completion of the payment, the customer immediately receives a confirmation on his smartphone and a payment notification by e-mail.

Regardless of the mobile phone, whether iOS or Android, in all Alnatura supermarkets, the customers can use PAYBACK Pay not only as a means of payment, but also to redeem coupons and collect points. With the POS solution provided by TCPOS and the integration of the bonus program PAYBACK Pay, in fact, the collection of loyalty points is now included, an implementation that immediately gained enthusiastic feedback from customers. For Alnatura, Zucchetti's past experience in bakeries was

particularly advantageous. The POS system offers the possibility to create shortcuts on the till for most frequently-sold products, setting links between articles and function keys. Alternatively, it is possible to automatically organize the keys on the touch screen according to an alphabetic order and each store listing can be set individually by local managers directly on the POS system.

"Today retailers can distinguish themselves thanks to POS systems that offer a wide range of functionalities such as loyalty schemes and modern payment solutions - both of which improve customer retention and boost sales" says Dirk Schwindling CEO of Zucchetti GmbH "We are pleased that Alnatura, a brand that is very popular among many consumers, trusts in our solution. The offering from PAYBACK and Alnatura brings a new dimension to the topic of mobile payment. Many retailers are in the starting blocks, but the different solutions on offer in Germany do not yet reveal which is going to push through. PAYBACK creates new standards and shows where the journey goes: when customers recognize the added value - like coupons or points collection - they are ready for mobile payments. Customers' reaction to the new mobile payment solution is good. There is a clear upwards trend, particularly among younger customers who are curious to try out the new payment solution".

WHY ZUCCHETTI?

Jochen Krüger,
Department Manager at Alnatura

"We have opted for Zucchetti's solution to further optimize our processes and drive the growth of our company. We consider the general experience of Zucchetti in retail and hospitality as extremely beneficial, especially due to the multiple functions offered by the POS system provided by TCPOS. We expect significant progress for our markets through effective and practical work with the new software".