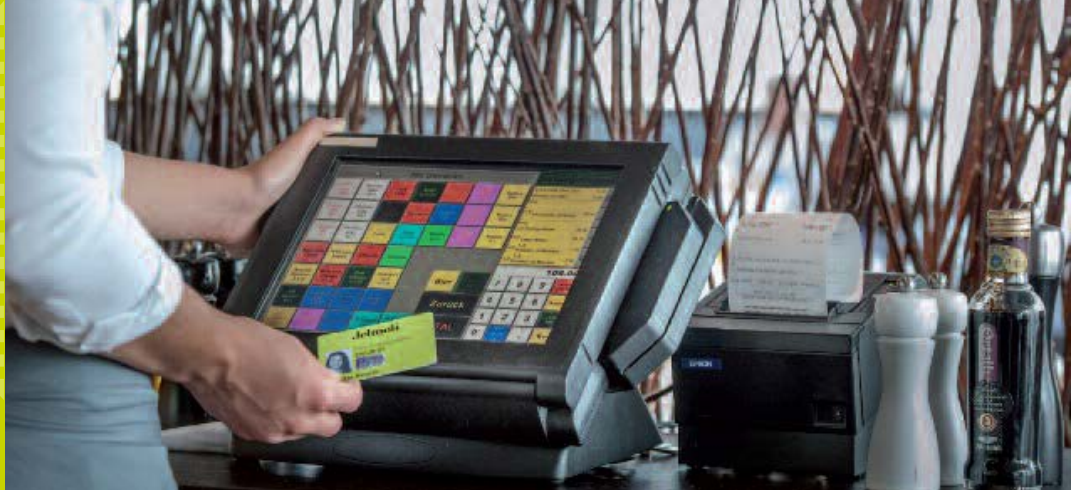


case**history**



Jelmoli

THE HOUSE OF BRANDS

CLIENT

Jelmoli

SECTOR

Retail

WEB SITE

www.jelmoli.ch

SOLUTION:

POS solution

A smart food market for the house of brands

Founded over 184 years ago, Jelmoli has become Zurich's no. 1 premium department store. Situated on the famous Bahnhofstrasse, the shopping complex encompasses 33,000 square meters spread over six floors and features 1,000 premium brands from all over the world, managed by 120 sales points.

CLIENT'S REQUIREMENTS

Before Zucchetti's solutions were implemented, only conventional tills were installed, but the management soon realized they needed a self-checkout option. At the same time, Jelmoli required that each sub-lessee could access only their own data, not even that of their neighbours.

ACCOMPLISHED PROJECT

Zucchetti created an innovative concept to meet Jelmoli's needs. First of all, it implemented two completely new services such as the Food Service Counter and the Home-Delivery, a delivery service that offers customers different possibilities. The client can purchase the products and deliver the cart to the appropriate team that delivers the goods to their home, or, alternatively, the articles can be ordered conveniently on the phone, even taking advantage of staff's advice. Moreover, the new Jelmoli food market has in total 21 touch screen points of sales provided by TCPOS, connected to printers and card readers and integrated with scales. The tills can be handled by operators or can work in a self-service mode.

One of the most important characteristics of the project, though, is being able to manage all transactions and processes with a single software application: the sublessee and the sellers are different and subsequently have different requests from the till system. Since the majority of products offered do not belong to the vast assortment of Jelmoli, but to their partners, Zucchetti implemented a system that operates in a closed circuit: in this way, each operator can obtain only his own information, including net and gross values of purchased items. Zucchetti, thanks to the POS solutions provided by TCPOS generates also a list featuring turnover information, displayed per day or month, while each article is assigned in a clear and straightfor-

ward manner to a sublessee, providing the conditions for an accurate analysis. Approximately 10,000 articles are currently recorded in the system and they are intended to grow every day: the market and the system live together. In addition, Zucchetti's application also allows cross-selling, creating gift baskets with products of several suppliers.

WHY ZUCCHETTI?

Sonja Lavric, in charge of Jelmoli AG POS systems

"All activities within the department stores, including the restaurant, are handled successfully by Zucchetti's solutions, for a total of 130 touch-screen POS systems that have been provided by TCPOS. We are convinced that we can count on our partnership with Zucchetti for all that concerns the ICT solutions for the management of sales activities of the food sector. Moreover, Zucchetti has carried out the complex cross-selling task to perfection. We are proud that we have been capable of realizing a project of this size in so little time".

