

# WAITROSE Case



## Waitrose - delivering a quality service

Waitrose, one of the UK's leading food retailers and part of the John Lewis Partnership, an established top ten retail business, has over 180 stores throughout the UK. Its policy has consistently been to deliver the highest quality of service for its customers and to that end the supermarket has invested heavily in its business to ensure it remains a top retailer.

Part of that strategy was to update existing EPoS systems. Waitrose wanted something which it would be able to update and develop itself, as well as a solution that would be able to grow with the business. In 2005, the system went live at Woodley,

The first configuration was to fit the equipment on to every customer display stand.

The second and third configurations were for the checkouts, dependent on whether the customer traffic was from left to right or right to left.

Some time before this project began Geoff Sermon (Waitrose Account Manager), Ergonomic Solutions' and Melanie Swann (Lead Ergonomist) of Ergonomic Solutions, were invited to a discussion with Waitrose site managers, their checkout design department and checkout manufacturers. This was to look at designs of checkouts from both a working environment point of view and to review how the New EPoS kit would be fitted. Particular

*An early meeting between Waitrose and Ergonomic Solutions provided ideas and recommendations which influenced the final layout design of the technology equipment.*



Berkshire (completion of the roll out across the entire Waitrose estate is expected by the end of 2007).

As part of this long term plan, flexible mounting equipment would be installed, that would be easily adjustable for current and future upgrades or new technology without automatically having to replace all existing PoS furniture.

The on-going project was to be two-fold: the first element was to install Ergonomic Solutions mounting equipment for interim chip and PIN and subsequently to provide the necessary technology mounting equipment to compliment the new EPoS technology. This involved multiple checkout designs and included coffee shops and customer service desk areas. Wincor Nixdorf provided the BA72 touch screen, printers and customer displays. New Trintech card readers were also installed.

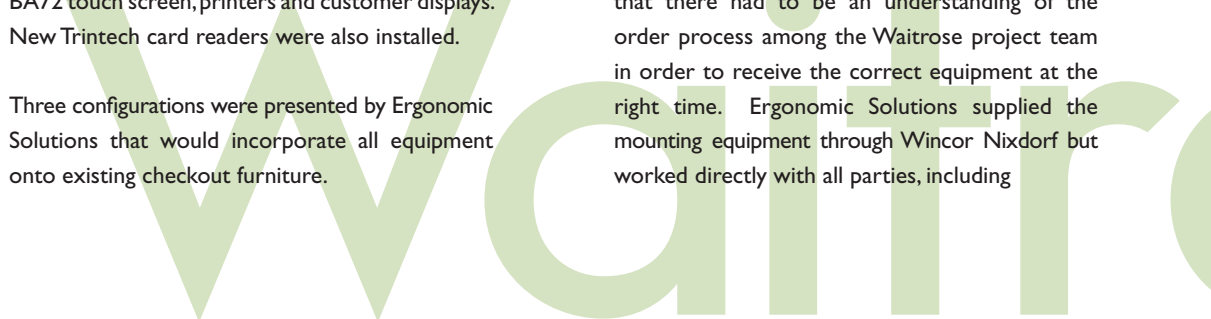
Three configurations were presented by Ergonomic Solutions that would incorporate all equipment onto existing checkout furniture.

emphasis was placed on designing the checkouts to provide adequate access and a comfortable working environment for their staff. The ideas and recommendations from that meeting subsequently influenced the positioning of both the interim chip and PIN terminals and the New PoS equipment.

In 2004, twenty lanes were installed using the SpacePole® mounting equipment for the checkouts supplied by Clares at the main pilot site at Woodley, Reading. This site was specifically chosen for its location, being within easy reach from Waitrose Head Office in Bracknell. This pilot ran trouble-free for two months, at the end of which time Waitrose surveyed all their stores for commonality of equipment and some minor adjustments were made to accommodate variations in design. Using three different checkout manufacturers meant that there had to be an understanding of the order process among the Waitrose project team in order to receive the correct equipment at the right time. Ergonomic Solutions supplied the mounting equipment through Wincor Nixdorf but worked directly with all parties, including



Geoff Sermon  
Ergonomic Solutions,  
Account Manager for Waitrose



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the Waitrose project team, Wincor Nixdorf and Radfords (shop fitters) to ensure that the correct equipment reached the target destination on time and was fitted correctly.

The New PoS roll-out schedule began early 2006, involving over 180 stores, fitted with approximately 14 lanes per store. To date, 1,600 upgrade kits have been supplied for the original configurations, including 100 extra chip and pin

devices. It was decided that some of the mounting solutions were to be pre-fitted to the checkouts during manufacture to enable an easy and quick installation process once on site.

The interim chip and PIN project rollout began in 2005, which included the supply of an additional 1,000 elbow arms for the older style checkout configuration. Doug Hicks, Project Manager, EPoS Development at Waitrose observed: "We are very pleased with the way the project has evolved and found SpacePole® to be flexible in their approach. Their ideas for alternative solutions for mounting equipment were most welcome and enabled our Branch partners and customers to access the chip and PIN readers easily."

Geoff Sermon adds: "Good and speedy communication between all the project contributors is a big 'plus' in any project. We have a good relationship with Waitrose and our technology partners which gives us the knowledge we need to create the most effective mounting solutions for the technology and the checkout counters."

Completion of the new PoS project is anticipated to be the end 2007. One of the contributing factors to this effective and successful project is the open channel of direct and responsive communication between all the parties involved. The SpacePole® equipment was ordered at the earliest time during the checkout manufacture, in order to be able to deliver the new checkouts to the stores, pre-configured for the mountings to be fitted. This was definitely found to be advantageous from a shop fitter's point of view in terms of fitting, preparation and speed.

The checkout installations at Waitrose have created a comfortable working environment for its employees and have incorporated all necessary EPoS hardware, whilst ensuring that future upgrades can be completed with the minimum of disruption.



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