



# MOTOROLA SOLUTIONS AND FENEBERG INTRODUCE FIRST PORTABLE SHOPPING SYSTEM IN THE GERMAN FOOD RETAIL SECTOR



## THE COMPANY: FENEBERG LEBENSMITTEL GMBH

The Feneberg Lebensmittel GmbH is a regional retail company with affiliated processing and finishing plants for groceries. The grocery store chain operates 14 hypermarkets with 2,500 square meters each as well as 67 supermarkets with a size of up to 1,200 square meters in the Southern German regions Allgau, Upper Swabia and Upper Bavaria. In the markets, the meat and bakery production with separate shops as well as in the restaurants, the cooking facilities and the catering, the Feneberg Lebensmittel GmbH employs a total of 3,800 staff members. The company was founded in 1947 and focuses on the sale of high quality groceries which are preferably produced in the region.

### CUSTOMER PROFILE

**Company**  
Feneberg Lebensmittel GmbH  
([www.feneberg.de](http://www.feneberg.de)) - Kempten (Germany)

**Partner**  
• Re-Vision BV ([www.re-vision.nl](http://www.re-vision.nl))  
• ABC Retail GmbH ([www.abc-retail.com](http://www.abc-retail.com))

**Sector**  
Retail

**Motorola products**  
• Total of 120 MC17 mobile self-service terminals from Motorola Solutions in use:  
– 80 MC17 at the Feneberg supermarket in Kempten  
– 40 MC17 at the Feneberg supermarket in Dietmannsried

**Application(s)**  
• Software solutions "My-Scan" and "Loyalty" from Re-Vision with connection to the central SAP system

**Benefits**  
• Increased customer retention through easier and faster shopping process  
• Considerable time saving at the checkout, since customers scan their articles while shopping. There is no need to unpack all items again at the checkout.  
• Overview of current subtotal throughout the entire shopping trip  
• Calculable and efficient engagement of employees at the checkout and on the sales floor



## CASE STUDY

Feneberg Lebensmittel GmbH

# The Portable Shopping System from Motorola Solutions enables Feneberg to significantly improve its customer service and offer consumers a future-oriented shopping experience. This strengthens the relationship with customers and puts Feneberg into a position to access new customer groups.

## THE CHALLENGE:

### Acceleration of the checkout process, improved customer service and better work balance of staff at the point of sale

Customers come first for Feneberg. The company focuses on offering its consumers the best possible shopping experience. Along with this goes the objective to minimize waiting time at the checkout, since the prevention of queues is proven to strengthen customer retention and thus increase sales. According to one of the latest studies of the EHI Retail Institute, waiting time at the checkout is one of the most important criteria for customers when assessing a store. A negative experience for consumers with waiting times is directly associated with the respective supermarket. This is why an efficient and fast checkout is crucial for customer satisfaction.

In order to optimize its customer service, Feneberg researched a suitable solution for enabling the best possible shopping experience. Feneberg needed a solution which combines the functionalities of a stationary self-checkout terminal with the flexibility of a portable device. Preferably customers should be accompanied throughout the whole shopping process – from choosing a product to checking out.

## THE SOLUTION:

### Portable Shopping System based on the MC17 portable scanner from Motorola Solutions

When looking for a suitable solution, Feneberg chose the Portable Shopping System (PSS) from Motorola Solutions. This makes the Southern German food retailer the first company in Germany to use the portable self-scanning solution in regular operations. Centerpiece of the PSS is the MC17 Retail Mobile Computer from Motorola Solutions.

One of the key attractions of the MC17 is the ergonomic design which allows it to be used intuitively by shoppers and thus helps drive adoption. Moreover, the scanner provides for reliable data capture with its integrated Class 1 barcode scanner. Another important criterion for the cooperation with Motorola Solutions is the comprehensive expertise of the company. Thanks to numerous projects with a range of European retail chains Motorola has longstanding experience in the implementation of Portable Shopping Systems in the sector. Motorola Solutions introduced the new solution at Feneberg in September 2010 together with its partners Re-Vision and ABC Retail, which are specialized on the development of software and applications for the retail sector as well as on the respective IT processes.

Feneberg has a total of 120 mobile self-service terminals named "Scanni" in operation – of which 80 are at its headquarters in Kempten and 40 at its supermarket in Dietmannsried. In order to use the new self-scanning solution, the customer proceeds to the scanner wall located at the entrance to the store. The cradles that make up the scanner wall keep the handheld scanners locked in place as well as keeping them charged to an optimum level. To release a handheld scanner the customer has to swipe their Feneberg customer card at the scanner wall kiosk. Once the customer has swiped their card the system then determines the best available device and unlocks this for their use. The customer is then ready to shop and proceeds to the sales area.

While shopping in the Feneberg supermarket, the customer chooses their products, scans the barcodes and places the items directly into their bags. When selecting loose items such as fresh fruit or vegetables, the customer scans the shelf edge label provided and enters the respective quantity. At the push of the "plus" or "minus" button on the MC17 display, multiple items can be selected or deleted. The system is also able to allow the entry of beverage bottles and crates that have a deposit. The display of the portable self-scanning terminal gives Feneberg customers a real-time status of their sub and final total as well as an overview of their Feneberg loyalty points at any time.

When completing their shopping, the customer has two options: Either they can check out and pay at the normal checkout counter by handing over the MC17 to the cashier for processing or they can use a stationary automated payment machine. When finishing their trip, the final total is presented and the customer pays their bill.

Customers with smaller baskets that do not take a handheld at the main scanner wall also have the option of a speedier checkout by the provision of the Express Wall in the checkout area. The Express Wall provides a small number of handheld scanners for this purpose. This enables customers to take a handheld scanner using the same process as a full shopping trip but for scanning at the end of their trip, the checkout process is identical.



Scanning products with Motorola MC17

## CASE STUDY

Feneberg Lebensmittel GmbH



### THE BENEFITS:

**Faster and more convenient shopping for customers, relief of employees at the checkout as well as improved customer service and more efficient processes for Feneberg**

The introduction of the Portable Shopping System from Motorola Solutions has many advantages for customers, employees and Feneberg as a company.

Since customers scan and bag their groceries during their shopping trip there is no longer any need for the troublesome unloading and packing of all items at the checkout. This saves considerable time during their shopping and also at home because customers are able to sort their items as they shop thus making it easier for them when they unload groceries at home. This presents a significant advantage over the traditional checkout process where customers have to unpack and have their products scanned at the checkout. With the Portable Shopping System from Motorola Solutions customers can complete their shopping trip faster, without stress and more comfortably. The large and clear display of the MC17 gives them a real-time overview of their sub total and their Feneberg "VonHier" loyalty points at any time.

Feneberg has received very positive consumer feedback: "The handheld scanner called 'Scanni' is very well received with customers. Already four weeks after the start of the new system in September 2010, Feneberg generated ten percent of its revenue through the Portable Shopping System. Moreover,

50 to 70 percent of all 'Scanni' users check out at the automated payment machine, which means a clear relief of our normal stationary checkout counters. We are very content with this result and the positive customer response," explains Detlev Klerke, Managing Director of EDV Service GbR, the IT service provider of Feneberg Lebensmittel GmbH. "With the new mobile self-scanning solution from Motorola Solutions, we can provide Feneberg's customers with an optimum of comfort and service during the shopping process."

Since the mobile self-scanning solution reduces labour at the checkout, especially at peak times, the store staff are re-deployed enabling them to more efficiently support customers and thus provide for an increased service quality on the sales floor. Moreover, their service can be planned in a more flexible way. Another advantage of the Portable Shopping System is its profitability. Through its robust design the MC17 is working reliably everyday, even under extreme conditions. Additionally, the mobile self-scanning solution is flexible and allows for new functionality to be added for future requirements. For example not only displaying the customer's loyalty points, but also detailed information such as the product's origin and contents or recipe and meal suggestions.



Checking out fast and comfortably

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Feneberg Lebensmittel GmbH

[www.motorola.de](http://www.motorola.de)

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