



## SUMMARY

### Customer



Iperal

### Partner



RetAPPS Srl

### Industry

Retail

### Location

Lombardy, Italy

### Challenge

Iperal wanted a flexible, future-proof Android Personal Shopping System (PSS) to enhance the customer experience

### Solution

- Zebra PS20 Personal Shoppers
- Zebra CC6000 Customer Concierge
- RetAPPS SmartBip application

### Results

- Enhanced, flexible shopping solution for Iperal's customers with growing user take-up
- Iperal-branded, bespoke, future-proof Android solution for long-term ROI
- Robust, reliable ergonomic personal shoppers, with best-in-class scanning and battery life

"We have 46 supermarkets and hypermarkets across 8 provinces in Lombardy, Northern Italy. We are focused on providing an optimal shopping experience for our customers, and this includes offering our consumers the option to use a PSS. We turned to our trusted partner RetAPPS, who has delivered a long-term, high-performance, flexible self-scanning solution in some of our hypermarkets. The solution, comprising the reliable and easy-to-use Zebra PS20s and RetAPPS feature-rich and flexible SmartBip application, will help us to attract and engage customers and drive PSS usage in our stores."

### Claudio Vettore,

Director of Systems, Processes and Digital Marketing, Iperal

# Italian Supermarket Deploys A Zebra And RetAPPs Flexible, High-performance Self-scanning Solution

## Challenge

Iperal had previously trialled a Windows-based self-scanning solution in a few stores. However, it wanted a more user-friendly, adaptable and progressive Android self-scanning solution. Iperal also wanted to work with a 360-degree retail digital partner, for a wider, longer-term solution with increased usability, to really drive self-scanning usage. It chose to work with its partner RetAPPs, a Zebra ISV partner, who supports Italian retailers throughout the digitisation of the entire customer journey.

## Solution

RetAPPs has deployed a PSS solution at a number of Iperal's hypermarkets, comprising Zebra's PS20 Android Personal Shopper and a bespoke, Iperal-branded version of its SmartBip application. When customers first use the PSS solution, they register on the Zebra CC6000 Customer Concierge (there are usually two per store, located on or next to the scanner walls). They also scan their store cards with the CC6000 on each visit to unlock their PS20, which they then use to scan items that they place straight into their bags as they shop. Via the SmartBip app, customers can also access their integrated shopping lists, digital loyalty cards, digital coupons and interactive digital flyers. Once they finish, they can quickly and conveniently pay via the app at one of the dedicated checkouts. Terminals are disinfected between shops to ensure safe usage. Staff also use the solution to pick online orders from store stocks.

## Results

Self-scanning is a growing concept in Northern Italy, especially among new, young shoppers and at this time, to reduce interaction during a shop; and, with this Zebra - RetAPPs bespoke, integrated solution, Iperal will be well placed to capture a large proportion of this market share and increase sales. Further PS20s are being deployed to meet demand at the current hypermarkets and there are plans to roll the PSS out to further stores. There is also a wide range of SmartBip functionality, such as in-store localisation and counter purchases, which Iperal can introduce as the PSS develops and expands.



For more information, please visit: [www.zebra.com](http://www.zebra.com)



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