

Creating a Positive Customer Experience

Executive Summary

Customer Name

Canadian Tire

Industry

Retail

Challenge

- Reduce overhead paging while maintain excellent customer service

Solution

- Provide all mobile employees with wireless phones or pagers
- Install ConnexAssist® buttons throughout the store to provide customers with an easy way get help
- Program cash registers and phones to provide one-button call outs for price checks, stock checks, carry outs and security
- Link all systems together using ConnexAll®

Results

- 80% reduction in overhead paging
- 6% increase in store sales
- 4% decrease in security incidents
- Decrease in customers reporting frustration locating help

As Canadian Tire stores have grown to Big Box proportions and competitive markets have reduced staffing levels, the retailer was increasingly looking for ways to enhance the customer experience and retain sales while minimizing disruptive overhead paging. With visions of serene retail environments, Canadian Tire embarked on a hunt for technology that could be easily integrated into their stores.

Overview

Canadian Tire Corporation is a growing network of over 1000 stores and gas bars engaged in retail, financial services and petroleum markets. These stores offer a unique mix of products and services that leverage Canadian Tire's core capabilities and exemplify their vision to be a growing, innovative network of businesses. Canadian Tire offers customers a large selection of national and retail brands through three 'stores' under one roof - automotive parts, accessories and service; sports and leisure products; and home products.

Canadian Tire, together with its dealers, forms one of Canada's best-known and most successful retailers. Nine out of ten adult Canadians shop at Canadian Tire at least twice a year and 40% of Canadians shop at Canadian Tire every week. Eighty-five per cent of the Canadian population lives within a 15-minute drive of their local Canadian Tire store.

Challenges

With a growing number of high square footage retail stores, Canadian Tire had seen an appreciable growth in communications needs. Floor staff were now responsible for ever growing footprints, and the increasing number of customers were generating questions and requests alongside the rise in sales.

To retain their strong customer service focus Canadian Tire initially leveraged existing store communication systems, utilizing phone sets and overhead paging systems to communicate with staff and customers store-wide. While these initiatives were generally successful in providing communication channels they both presented several challenges of their own.

1) Using phone systems to contact employees was often unsuccessful as most retail staff are mobile and therefore rarely near ringing phones. Phones also resulted in staff remaining near 'phone poles' rather than circulating their area; causing increased frustration for customers requiring help and increased security concerns.

2) Overhead paging systems, while allowing mobile staff to quickly respond to requests, greatly increase ambient store noise levels as requests for customer service, price checks, phone calls, manager requests and security compete for attention. In addition, fears over customers misusing overhead announcements caused the retailer to limit access to the system, forcing customers to hunt for an employee to page and then wait for another employee to respond.





The goal of this new initiative was to reduce overhead paging while provide increased levels of customer service. 62% of shoppers report abandoning purchases because help could not be found (National Retail Federation). Unwanted sounds can make people tense, angry, depressed, anxious, dissatisfied, aggressive, and exhausted (British Journal of Audiology).

Solution

Offering a comprehensive solution to their challenges GlobeStar put together a package that included wireless phones, pagers, ConnexAssist® call buttons and ConnexAll® software in place to connect all of the needed systems within a retail location.

Wireless phones and one and two-way pagers provide the needed mobility for staff while ConnexAssist® buttons allow customers to quickly locate places to get help. The simple one-button call system immediately sends a pre-programmed message to the wireless phone or pager assigned to it, and if that employee is not able to respond in a pre-determine time frame the system can re-route to another available employee. In addition, if the employee is carrying a wireless phone they can quickly connect back to the ConnexAssist® unit and let the customer know they are on their way.

Unassigned buttons on cash registers were programmed to call out to the wireless phones and pagers as well; allowing cashiers to quickly and quietly obtain price checks, stock requests, manager requests and carry out services.

Results

Since the deployment of GlobeStar’s solution Canadian Tire has noticed a significant change in their retail locations.

Overhead paging has been reduced by 80%, now often the only pages heard during the day are promotional offers aimed at the customers. Sales managers have noticed an increase in customers’ response to these in-store ads due in part to the lack of auditory competition and attention fatigue.

Customers have remarked on the availability of staff to respond to requests, a marked improvement from early reports of their frustration finding personnel when they needed help.

Security have seen a 4% drop in incidents and have attributed the change to staff’s increased circulation within the store and the ability of staff to silently page security from their phones and cash registers when they notice an anomaly.

Managers have noticed a 6% increase in store sales, reasoning that the increased consumables cost associated with maintaining the wireless phones and pagers is more than off-set by the increased capture of customer sales. The ability of employees to quickly respond to customer requests, the increased efficiency at cash lines when staff can locate price checks or service needs at the touch of a button, and the ability to provide a more enjoyable customer experience have all contributed to this result.

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