

WOMENS

TOSHIBA

Frasers Group

Frasers Group partners with Toshiba for Self-Service Kiosk, elevating the customer experience.

Innovative retailer Frasers Group report a third of weekly store transactions through the new Toshiba Pro-X Hybrid Kiosk self-service solution, in proof of concept Sports Direct store in Shirebrook, Derbyshire.

Frasers Group are on an ambitious elevation strategy and have partnered with Toshiba for Self-Service Kiosk, to bring an improved and streamlined customer experience across its business. Frasers Group are continually pushing to deploy cutting edge technology – as the business aims to meet the demands of an ever-evolving consumer who is looking for an enhanced shopping experience.

"Our vision is to serve our consumers with the world's best sports, premium and luxury brands. Partnering with businesses such as Toshiba and Enactor, with their new Hybrid Kiosk technology, allows us to do so effectively, whilst further advancing our elevation strategy, and investing into the business' long-term growth."

– A Frasers Group Spokesperson

FRASERS
GROUP

TOGETHER
COMMERCE

Multi-channel elevation

The Frasers Group business model is focused on delivering the world's best brands through an unrivalled product choice across its platforms and fascias. This includes different customer value propositions across sports retail and premium lifestyle categories. Frasers Group are striving forwards to change the retail experience for consumers throughout the UK through a 'multi-channel elevation strategy' that sees Frasers Group investing significantly in its technology and store experience, across its brands such as Sports Direct.

The Group are pushing the boundaries of traditional retail environments and introducing innovative technologies in stores. The aim is to future-proof the business and improve product access to create a shopping environment that will be fit for purpose for many more years to come. They are looking to enhance the customer experience every step of the way, across all channels, and envision self-service as part of this process.

Flexible checkout options

Frasers Group selected the Toshiba Pro-X Hybrid Kiosk, together with Enactor SCO software, as the solution of choice to trial in their Sports Direct Store in Derbyshire, seeing the potential to re-imagine their store strategy by offering customers flexible checkout options. The Pro-X Hybrid Kiosk, has a small footprint, ergonomic design and the ability to adapt to the variety of store designs and formats. With its unique hybrid rotation it also offers the option to not only operate as a self-service kiosk, but as a manned kiosk too, making it really useful for adapting to staff availability or when assistance is required by the customer.

Five kiosks were installed at the Sports Direct proof of concept store and after a week of use, the store was able to report that a third of all transactions over a normal busy weekend were going through the new Toshiba solution. The feedback was positive, they were easy to use, reliable and robust and had significantly reduced queues and transaction times at the till.

Agile and adaptable to stores

With the success of the initial pilot, Frasers Group has deployed the solution across other stores and sites, Iona Zuzarte, Business Development Manager at Toshiba, commented on the flexibility of the Hybrid Kiosk: "The solution is ideal for Frasers Group, as they have different brands, sizes and layout, with differing needs in each location. The large format stores want to reduce queues and service customers as quickly and efficiently as possible, whereas in other stores, the kiosks facilitate a more consultative sales approach with staff able to spend more time helping customers. The added benefit of the hybrid mode is that the tills are always open with the versatility to switch really quickly from a self-service or cashier-led checkout point."



Today's shoppers want choice, control, privacy, and convenience at checkout, but with the reassurance to know that a staff member is available to help if needed. The Pro-X Hybrid Kiosk gives full flexibility to staff to quickly assist customers without leaving their station. To switch user interaction, the cashier can rotate the kiosk base 180 degrees clockwise providing assistance to the customer and then swivel back in place so the shopper can complete the transaction. It's saves valuable counter space and delivers a convenient checkout experience for shoppers.

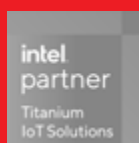
TOSHIBA

Copyright © 2023
All rights reserved

Toshiba Global Commerce Solutions
European Operations
Z.1 Research Park 160
1731 Zellik, Belgium

Toshiba and the Toshiba logo are trademarks or registered trademarks of Toshiba in the United States, other countries, or both. All other trademarks and logos are the property of their respective owners. Information in this document is subject to change without notice.

Not all Toshiba products and services are available in every country.



Please Recycle