

TOSHIBA

Hobbycraft

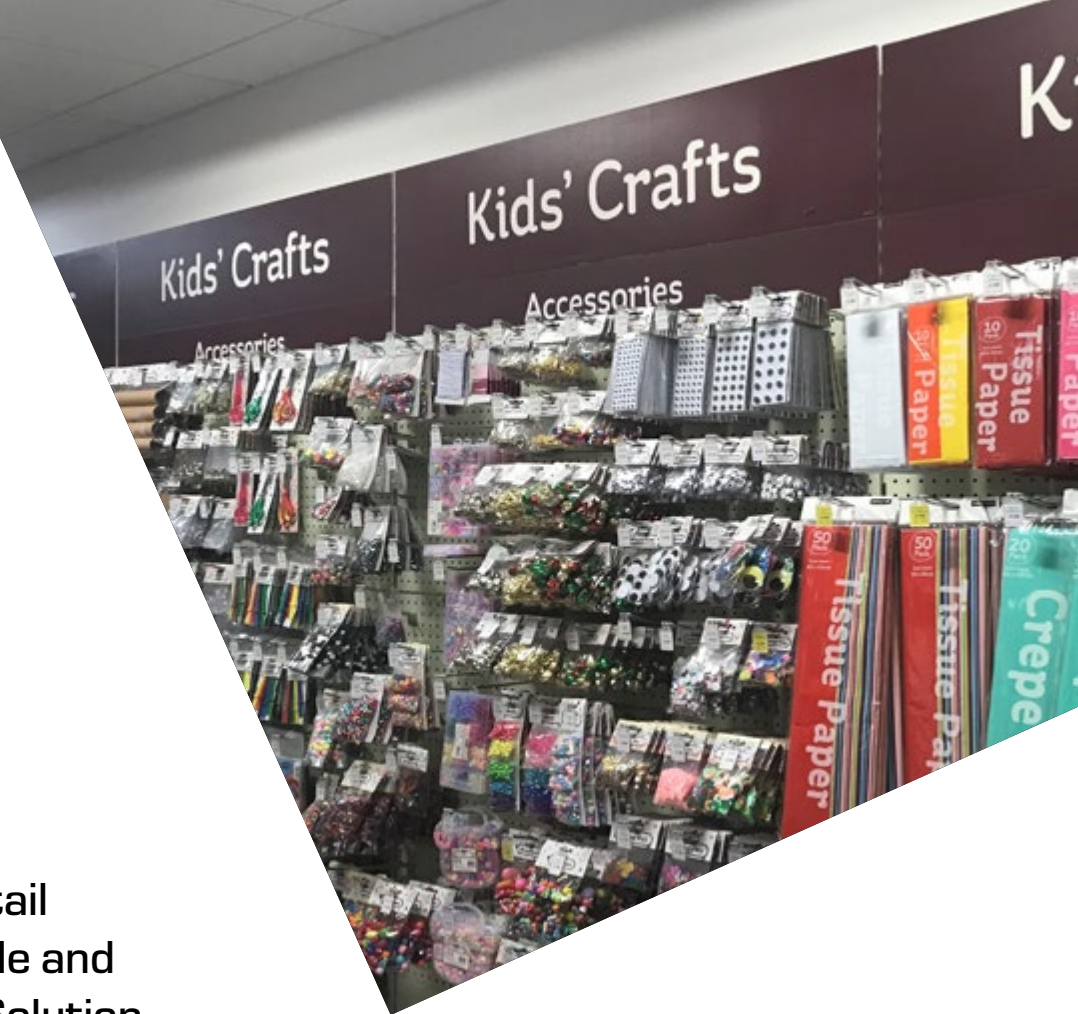
Hobbycraft refresh retail estate with flexible, agile and scalable Toshiba POS Solution.

With its ergonomic design, small footprint and versatile configuration, the Toshiba TCx[®] 800 All-In-One POS solution, is a perfect fit for the differing store layouts and formats of the Hobbycraft retail estate, flexible and future ready for retail.

Founded in 1995, Hobbycraft has since grown to a nationwide business with over 100 stores across the UK, ready to support and inspire an ever-expanding variety of crafts. The largest arts and crafts retailer in the UK, they have everything you need for art, knitting and crochet, haberdashery, papercraft, wedding and party, baking, jewellery making and more. Customers can enjoy the best brands, great value offers and crafting expertise every time they shop with Hobbycraft.

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**– Matt Louth, IT Director,
Hobbycraft**



A fit for the business

Having selected the Toshiba TCx 800 All In One as the POS of choice for its retail outlets, the next challenge for Hobbycraft was commencing the rollout to meet challenging timescales for installation. Matt Louth, IT Director of Hobbycraft commented on the choice of product and installation phase: “We selected the Toshiba POS terminals, knowing they would be a perfect fit for our varied range of stores and formats, with their robust and rugged form factor and a configuration that could be tailored depending on the size of the checkout area. A critical factor for the business was timeframes, as we needed the tills to be delivered in a very short period, in order to commence our rollout and meet the agreed project plan. The Toshiba team, from the start of the tender process, gave us the confidence of a reliable and stable hardware platform and the reassurance that they could deliver on-time to meet our expectations.”

Enhancing the customer experience

Iona Zuzarte, Business Development Manager of Toshiba Global Commerce Solutions (UK) was involved with the tender from the start: “Toshiba POS systems are specifically designed for retail businesses; our all-in-one point-of-sale system allows customisation for retailers with flexible configurations, adjustable mechanics and extensive accessory ports. This means the in-store teams can deliver faster, efficient, and more enjoyable service for customers. We knew that the delivery schedules were very tight with this project but were confident in our supply chain that we could expedite the quantities required in-line with project timescales. In the retail landscape when you commit to an installation plan you have to deliver on-time, any delays have a direct impact on trading.”

Following a successful installation of the terminals in over a third of the estate, Hobbycraft are seeing the benefits for both staff and customers. A Hobbycraft colleague at the Aylesbury branch commented on the improvements in store: “The team here in Aylesbury have found the new tills very easy to use, the touchscreen is responsive and transaction times are so much quicker; it’s really helped us to reduce the queues as quickly as possible in peak periods. They are robust and sturdy and fit really well onto our checkout areas.”

Toshiba is continuing to work with the Hobbycraft team to manage the delivery of the remaining stores.

“The Toshiba team have been fantastic from the start, we knew that the timescales were tight, but they really worked closely with us to ensure that the stores were transitioned from the existing POS hardware to the new TCx 800, in-line with our rollout expectations. The feedback from the retail teams has been extremely positive too, the tills are reliable and have really helped to serve customers quicker in-store. With the flexible configuration options and the tilting screen, we know that we have a future proofed solution that could be adaptable for future changes in the demands of the business. Toshiba have definitely exceeded our expectations and we are looking forward to working together to complete the project.”

– Matt Louth, IT Director, Hobbycraft

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