



Lakeland Ramps Its Store Technology With One-Stop Solution from Toshiba

Lakeland offers an unrivalled collection of creative kitchenware, practical ideas for the home and garden, and inspiring gifts from all over the world. As an innovative retailer always looking to improve its offering, Lakeland was one of the first to introduce customer-facing screens displaying a video of the customer journey. With a mobile optimized website, tablets in-store for assisted selling and an automated warehouse operation, the retailer has long been committed to multi-channel shopping.

PROBLEMS AND CHALLENGES

Keeping up with customer expectations for new channels and improved ways to engage with products and services before making a purchase is an ever increasing demand. To enhance the customer experience, Lakeland needed a modern solution, compatible with its current electronic point of sale (POS). The retailer wanted excellent usability in the way of touch screens that could easily be mounted on SpacePole® technology mounts from Ergonomic Solutions, with a customer-facing screen. The hardware needed to be compatible to all peripherals, with a modern look and high availability. The 'All in One' unit had to fit within existing counters, be easy to maintain and provide access to power management tools.

"The TCxWave POS system has successfully achieved all of our requirements. We were impressed by the reliability and contemporary design of the hardware, as well as the 'all in one design' ability that allows for easy and efficient maintenance."

– Gary Marshall, Director of Operations,
Lakeland

SOLUTION

Lakeland paired Toshiba TCxWave™ hardware with an integrated, web-enabled suite of in-store software applications. The result was a robust retail solution that enabled Lakeland to meet customer expectations for interactive information, fast and accurate service, expanded checkout options and improved security.

Because the 16:9 screen has space to comfortably run two applications at once, Lakeland can use the POS software alongside a web browser to create a full multi-channel offering and additional information for customers and staff. With both applications visible, this improves productivity and service. Lakeland now has up to 300 TCxWave™ units deployed in store and cafe areas.

After making the decision to select Toshiba TCxWave™ hardware, Lakeland soon realized an integrated solution was the best approach, using Toshiba as the one-stop shop for all of its service needs. This means that Toshiba also looks after the maintenance of all in-store POS hardware and peripherals, as well as becoming the services installer (Installation, Moves and Change Services), helping to minimize any disruption of day-to-day business operations. Toshiba has also provided Lakeland with Toshiba displays and tablet solutions to run Lakeland videos and promotions in-store.

BENEFITS

One of the key features of the TCxWave™ is that the 'All in One' unit makes access for peripheral replacements really easy. The versatility of the hardware means it is simple to exchange hard drives and other parts. This, along with the inherent reliability of the TCxWave™ keeps maintenance costs to a minimum, with a simplified one stop offering of hardware, maintenance solutions and all future Installation, Moves, Adds and Changes service offerings being provided by Toshiba. These include new store installations, store refurbishments, repair and clean services. This support helps Lakeland to improve implementation time, reduce costs and minimize disruption to business operations.

Lakeland installs new Toshiba TCxWave™ POS hardware to reinvigorate its customer in-store experience, choosing Toshiba as its maintenance and services provider.

RESULTS

The TCxWave™ hardware has been successfully installed for the past 2 years and has proven to be a powerful POS platform that has addressed the needs of Lakeland's retail stores across the UK. The TCxWave™ provides a vehicle for Lakeland to offer the quality services that its customers have come to expect, including:

- Click and collect
- Home shopping through the till
- Voucher sales
- Competitions and Surveys
- Access to Lakeland mailings and e-mail newsletters
- Promotional offers, payment types (contactless)
- Reliability and performance

The end-to-end service from Toshiba, from selling POS hardware, to maintaining the POS, and offering solutions bundled with the screens and tablets was a vision that catered for all of Lakeland's needs. In the end, choosing Toshiba as the one-stop shop was an easy decision for the retailer to make.

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