

TOSHIBA

British Heart Foundation

The British Heart Foundation

Selects trusted supplier
Toshiba Global Commerce
Solutions for ambitious store
POS upgrade programme

With a relationship spanning over ten years, the British Heart Foundation (BHF) installed the latest flexible, robust and reliable Toshiba TCx™ 800 All in One POS Platform, across their estate of over 700 busy charity shops and stores.

A long standing customer of Toshiba, the BHF has been successfully using Toshiba POS solutions across their estate for more than ten years. The small ergonomic design is a perfect fit for the variety of store formats and the high-quality, easy-to-use touchscreen is ideally suited to the large teams of volunteers that support paid staff in the shops and stores.

When looking to refresh the in-store POS technology, the BHF invited a number of manufacturers to tender, including Toshiba, as the incumbent supplier. Jonathan Luker, Sales Manager for Toshiba Global Commerce Solutions, commented on the tender process: "We have worked very closely with the BHF over many years and developed a strong relationship so were very pleased to be invited to tender for the POS upgrade project. We felt the strength of the partnership, combined with the reliability of the existing POS and the latest technology we were proposing was a perfect fit for the future BHF business objectives."

"We have worked with the Toshiba team now for over ten years, we see them as a trusted supplier for all our POS requirements. The tills are extremely durable and reliable and can withstand the wear and tear from our busy shops and stores, and we have a great partnership with the team who are responsive and supportive to the overall BHF business requirements."

– Sarah Yates, Retail Management
System Programme Manager, BHF

Planning for new technology

With Toshiba successfully being awarded the contact, the teams collaborated to meticulously scope and plan the installation phase, with a roll-out planned from March 2020. The initial plan was for 45 stores to be installed per day, 3 days a week over 6 week period, meeting the BHF business objectives. As the project was ready to “go live” and when they were in touching distance of installing the pilot stores, the world was hit by COVID-19 and everything came to a grinding halt. Ray Parnell, IMAC & Projects Consultant for Toshiba Global Commerce Solutions, commented on the planning: “We had gelled so well with the BHF team and developed many iterations of the plan to install in the quickest time-frame possible with minimum disruption to trading, paid staff and volunteers. We were ready to go with the pilot, the hardware was staged at our warehouse, ready to be shipped to the various hubs around the country for our installation team to collect and install. We then went into lockdown, the stores closed, staff were furloughed and we had no idea when we were going to be able to complete the project.”

Light at the end of the tunnel

With lockdown finally lifted in June 2020, stores began to re-open and the project team re-convened to adapt the installation plan in-line with COVID-19 restrictions. Following a successful month long pilot in September 2020, full roll-out commenced in October 2020. Ray continued about the installation phase: “We had to be very careful to manage the installations for minimal disruption to trading, but also in-line with government guidance. We arrived early at some stores, installed in the morning so they could open at lunch-time, and the opposite way round for others. We wanted everything to be as smooth as possible and to make sure that the store could still open for at least half a day’s trading.”

The world was adapting to a different way of working and not only did the Toshiba and BHF teams have to adapt the installation plans to take this into consideration, but also how they trained the staff on the new technology. Traditionally this would have been carried out in a “hands-on” training environment, but with COVID-19 safety in mind everything was moved to online learning via modules and pre-prepared training materials, with the BHF’s Area Managers on-hand to help with any queries. A second lockdown in November 2020 once again disrupted the planned installs, with many sites having to be arranged to take into consideration regional situations, but despite this, the team worked tirelessly to ensure that all stores were up and ready to re-open on 2 December 2020,

when lockdown was lifted. Sarah Yates concluded on the overall upgrade programme: “The teams did an absolutely amazing job under very difficult circumstances, our full retail estate of more than 700 sites were fully-functional ready for stores re-opening prior to Christmas. We had minimal disruption and the Toshiba team were there to help us through every step of the process.” Sarah continued: “We were very nervous about all stores opening up on the same day with the new tills, but we actually had record-breaking sales on the first day, with every single store being able to trade.”

A perfect fit

The new tills have helped the BHF to maximise sales in the short trading period before Christmas. The stores have benefited from faster transaction times, greater functionality and easy integration to their gift aiding solution. In addition, the ergonomic design sits perfectly in the counter space, and staff and volunteers have commented how easy they are to use with a very simple transition from the previous hardware. Toshiba also continues to provide maintenance services for the hardware, new store opening installation services and also a patching service for the software platform.

“We could not have predicted how the year would pan-out when we initially planned our technology upgrade. But with the help of the Toshiba Team, who worked with us to manage the plan and the many changes, we have successfully delivered a seamless complete store roll-out, in two full lockdown situations. We have been able to train all our staff and ensure that every store was ready for trading on 2 December 2020. This project has really strengthened our partnership with Toshiba, and I am very much looking forward to working together in the future.”

– Sarah Yates, Retail Management
System Programme Manager, BHF

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Toshiba Global Commerce Solutions (U.K.) Limited
Abbey Cloisters, Abbey Green
Chertsey, Surrey KT16 8RB | U.K.
commerce.toshiba.com

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