



Biocoop Speeds Up Checkout And Manages Stocks At Its First “Zero Packaging, Zero Waste” Pop-Up Shop

ABOUT BIOCOOP AND BIOCOOP 21

Biocoop is the number one network of organic shops in France. A leader in organic food distribution, Biocoop also sells fair trade products and a wide range of eco products and cosmetics. Biocoop opened its first zero packaging, zero waste pop-up shop in Paris’ 10th arrondissement under the name Biocoop 21. Customers can choose from 250 products, ranging from organic, seasonal and local fruit and vegetables, to organic wine, olive oil, honey, coffee, grains, cereals, chocolate, dried fruit, nuts, cheese, yoghurt and even biological cleaning products. Biocoop 21 runs a zero packaging and zero waste policy and encourages customers to bring their own containers and bags. In case they forget, Biocoop offers glass jars and bags made from organic cotton.

Challenge

As its first ever zero packaging, zero waste pop-up shop, Biocoop 21, at 14 rue du Château d’Eau in Paris, is a very high profile venture for the chain. A positive customer experience is integral to the longevity of the Biocoop 21 concept and will influence any decision to open similar shops in the future.

Solution

Biocoop has worked with POS specialist and Zebra Technologies’ partner, Oxhoo, for many years. Oxhoo had previously integrated and delivered Zebra LS7708 scanners to Biocoop’s high-street stores, but it had recently been upgrading the hardware to Zebra’s DS7708 vertical slot scanners and Zebra’s MC2180

SUMMARY



Customer
Biocoop, France



Partner
Oxhoo

Industry
Retail and distribution

Challenge
Biocoop wanted to speed up checkout and manage stocks at its new “zero packaging, zero waste” shop in Paris

Solution

- Zebra DS7708 Vertical Slot Scanner
- Zebra MC2180 Mobile Computer
- Oxhoo’s Ultimo POS terminal
- ECO-SI software
- Software from Aircode Software

Results

- Faster checkout for customers
- Accurate real-time data on sales and stocks
- Ease of re-ordering
- Modern solution for a modern shop



mobile computers. To date, it has equipped 45 of Biocoop's permanent stores with the new hardware. When Biocoop decided to open its first zero packaging, zero waste shop, it once again turned to Oxhoo to deliver and configure Zebra's DS7708 vertical slot scanners and Zebra's MC2180 mobile computers, in time for the shop's opening at the beginning of November. Oxhoo also deployed its latest flat touch screen terminal, Ultimo, at the point of sale.

The Zebra DS7708 sits on the counter next to the Ultimo terminal and staff use it to scan product barcodes. The DS7708 can scan any type of barcode and is integrated with Biocoop's POS software by ECO-SI. ECO-SI is a subsidiary of Biocoop which develops software for shop management; it has the only shop management solutions on the market designed specifically for bio shops. With its super fast scanning speed and accuracy, the DS7708 allows staff to process customers' purchases quickly and accurately.

Employees on the shop floor use the Zebra MC2180s to take stock inventories quickly and rapidly. The MC2180s came preconfigured with the inventory and stock management software from Aircode Software, which is also deployed in the permanent stores. The software allows all data captured in the pop-up shop to be downloaded to

Biocoop's ERP system and has been customised to Biocoop, where many of the items do not come pre-packaged. It provides information on pricing, promotions and stock levels. Staff can also upload information from the ERP system and process stock orders or returns on the mobile computers. Alain Wroblewski, software manager, Aircode Software summarises: "With over fifteen years experience in software development in the retail sector, we were able to design cost effective software offering a fast ROI, an exceptional user interface and packed with functionality to connect to the ECO-SI back office. We very much enjoy working with ECO-SI and Biocoop."

Results

Despite being a temporary shop, Biocoop has invested in permanent solutions for Biocoop 21. The checkout staff find the DS7708 very easy to use and robust. It takes up very little space on their counter and the scanner reads all types of barcodes, even if the barcodes are wet, very small, badly printed or damaged. This means they can serve customers quicker and more efficiently, keeping queues moving and customer satisfaction high. Staff running inventories, meanwhile, find the MC2180 has excellent processing power, is rugged and easy and comfortable to use. They know they can capture data in various different ways and they know the data will be transferred accurately, first time which means they can keep the shop well-stocked and they can stay informed.

The hardware from Zebra is contributing to the operational success at Biocoop 21 and keeping customers happy, which means that more Biocoop shops of this type are likely to open.

"We already successfully use scanners and computers from Zebra Technologies in a lot of our high-street stores, so we know they are reliable, robust and accurate. That's why we decided to also deploy them in our new pop-up shop in Paris. Once again, the combination of our ECO-SI software and that of Aircode Software running on the Zebra hardware has been performing perfectly."

Pierre Voirin,
Director ECO-SI,
Biocoop

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