

A Boutique, Customized Shopping Experience Fosters Independence at a New Hypermarket

Speed, flexibility and simplicity are central to customer experience at Iper La Grande i, and this focus began with the conception of its first new Rozzano hypermarket, which opened in March 2021. Iper La Grande i partnered with Diebold Nixdorf for a complete review of store processes, focusing on cash management and implementing a closed-cash-loop system to improve efficiency and security.

Overview

Iper La Grande i
Italy

€2 billion in revenue

7,200 employees

22 stores in Northern Italy



CHALLENGES

- Redesign customers' in-store journeys to create more attractive, engaging experiences
- Improve store and staff efficiency and reduce operational costs
- Integrate new solutions and devices in a streamlined, fast rollout across the entire store network

SOLUTIONS

- Advisory Services consultation and strategy support
- DN Series™ EASY eXpress and BEETLE checkout solutions
- DN AllConnect ServicesSM for Retail: Maintenance and Managed Services
- Technology integration including iScan EASY and closed cash cycle
- DN Vynamic[®] software

IMPACT

- Customers have access to solutions that enable them to shop the way they want (quickly or less rushed; assisted or solo, etc.)
- Customer throughput and sales increased
- Cashier and sales assistant productivity increased
- Hardware availability increased
- Cash management costs were reduced, while security was enhanced



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- Alberto Rosso, IT Business Manager, Sales Area, Iper La Grande i

DESIGN WITH A STOREVOLUTION™ APPROACH: FROM ISSUES TO OPPORTUNITIES

As Finiper embarked on a new strategy to better serve their customers, the 10,500 square meter Iper La Grande i store in Rozzano required a full renovation. Obsolete customer journeys, old check-out systems and very expensive operational processes were driving dissatisfaction among customers, and leading to unsustainable costs to manage the store. In Italy, cash payments are still very popular and the need to manage cash in efficient and secure way had become a major issue for Iper management.

The Diebold Nixdorf retail team offered Iper La Grande i a tailored solution through our innovative Storevolution consultancy services. Our experts identified the root issues and pain points for Iper, enabling us to suggest a revamped checkout layout that met their new strategic requirements and solved their issues.

USING DATA TO ANTICIPATE CUSTOMERS' NEEDS

Our Advisory Services team has worked with clients around the globe to deliver customized solutions that fit their organizations' unique requirements, based on hard data and thorough analysis. These experts identified Iper's specific customer demands and analyzed store data. With that intelligence, an ideal layout display was developed with checkout stations that align with the purchase paths the Iper La Grande i team imagined for their customers. The new layout includes the revamped checkout station area and customized self-service islands that ensure more efficient cash management. The result is a customer-centric, highly experiential store that operates efficiently, securely and reliably.

THE STORE TODAY: CUSTOMERS' CHOICE

Today the Rozzano store is fully renovated. Now it includes a first-floor hypermarket with food hall and robust store-in-store offerings including a pet food store, a winery and an electronic store, plus an Italian restaurant on first floor and a cafeteria at the entrance. DN teams helped Iper La Grande i develop a full layout to offer the best experience to their customers: Whether they need to quickly find their desired products, pay for items right where they are, or tap into cash solutions that can be used as a self-service device or with the help of an assistant. This way, customers can finalize their transactions the way they want: cash or non-cash, assisted or on their own.

Modular self-service solutions designed for specialized purchasing areas were installed throughout the store, with 22 self-assisted convertible cases and six catering stations serviced by DN Series EASY eXpress hybrid devices. Fifteen self-checkout and four EASY eXpress stations for handhelds deliver a complete self-service experience in the checkout area. Additionally, 40 closed-cycle cash-management stations without traditional drawers are always available. And the DN Managed Services team supports the store to ensure seamless transactions.



All the solutions are powered by our DN Vynamic Software suite, an open platform that integrates seamlessly payments platform AEVI Pay. Thanks to agile project management, our Professional Services experts were able to start deploying the release as soon as they were ready, making the project a success from the beginning.

DN Vynamic™ Software provides a future-proof, open retail experience that empowers customers with more functionality. The new DN checkout solutions optimize closing operations, enhance cash management with closed-cycle processes, and expand self-service capabilities so shoppers can quickly make selections and complete transactions on their own.

NEW CUSTOMER JOURNEYS AND A NEW STORE

Iper La Grande i has now solved their critical pain points: new customer journeys are available, at a reduced operational cost. Staffers have more flexibility to help in-store customers. Diebold Nixdorf's support ensured the retailer chose the right technology mix, supported by modern software and comprehensive services.

HOLISTIC, END-TO-END SUPPORT THROUGH A SINGLE POINT OF CONTACT

"The strategic partnership with Diebold Nixdorf allows us to offer our customers an incredibly advanced, secure and convenient shopping experience, thanks to the user-friendly interface," said Alberto Rosso, Iper La Grande i's IT Business Manager, Sales Area. "We are proud to have adopted a truly open retail solution calibrated to our needs: A technological evolution that has improved our entire store network."