



# Super charging teams with ASDA

connecting teams in 375 Asda superstores

As part of broader plans for a tech overhaul into 375 stores, ASDA approached VoCoVo with an appetite for innovations capable of generating efficiencies at scale that would enhance staff 'way of walking' to impact multiple operational functions at once, while also empowering customers to decide on potential purchases across vast product ranges and floor spaces.

With growth and scale comes creeping inefficiency that can be hard to spot. ASDA were aware that the 'George' clothes sections of stores, although not always as busy as the rest of the store, occasionally produced more need for assistance and consultation to enable purchases-a new way of monitoring and seeing to customers' needs had to be developed.

Besides this core requirement, ASDA were also seeking other general perks in team morale and productivity plus other efficiencies that naturally result from a connected, motivated team-like speed of query resolution, incoming telephone call capture and overall enhancements in customer experience.

*"Each checkout has a new Vocovo keypad installed which links up to the headsets allowing for 2 way communication between checkout colleague and Service Hosts, who have really embraced the new technology and are promoting this through social media. ASDA are already identifying additional users for this new technology across the store"*

Steve Edwards – Senior Manager  
Central Retail Operations



## What did VoCoVo do?

We installed our most capable system powered by a Controller unit for headset telephony integration and separate conference audio channels plus Base units to provide ample signal coverage to all VoCoVo hardware. With a 1000 headset capacity, we were confident the setup would be robust enough even under a heavy load and demand during peak times.

This setup, trialled initially across 3 stores, then extended to 20, was in replacement of the cumbersome colleague handsets to add 'on-the-go' call answering and transfer while creating separate audio channels through which different communication workflows could operate to keep things separate and relevant.

Keypads were mounted beside checkout tills to open up a two-way link between checkout colleagues and Service Hosts out on the store floor. This was intended to improve team coordination and connectedness while improving customer experience by minimising or eliminating the need for disruptive tannoy announcements not intended for customers.

## The outcome

ASDA report effortless uptake of the new team-comms configuration with colleagues embracing their new tools with enthusiasm. Colleagues' morale, sense of safety and unity, plus ability to discreetly spot or prevent theft have all increased and they're now able to do more with less time and energy used to ensure the customer stays at the centre of operations.



**Decrease in missed calls ( answered on-the-go )**



**Increased team-agility, productivity and customer awareness**



**Stronger security monitoring and theft prevention**



**Better brand-representation in a customer-facing environment**



**Faster, friction-free customer service processes**



# Our customers report the following results



**198%**  
increase in how quickly colleagues are able to help with customer enquiries



**87%**  
think they are better equipped for serving customers



**70%**  
decrease in store theft



**52%**  
increase in how safe colleagues feel at work



**\$3.2 million**  
efficiency savings year on year



VoCoVo is installed over  
**4,000**  
individual locations and growing across the globe



**400%**  
increase in how satisfied customers were with queuing time

## ASDA's 2020 vision

### VoCoVo's aid in ASDA's 2020 Goals

Such has been the impact on operations of the current setup, ASDA have plans to build out their VoCoVo real estate in 2020 to include VoCoVo CallPoints placed near weighing scales. As part of their 'single-use-plastic' reduction incentives, customers will bring their own reusable plastic containers to weigh and purchase loose, unpackaged pasta, rice and other grains, even shampoo refills. CallPoints will connect customers with Service Hosts hailed via a simple button push transmitted as voice messages in colleague headsets.

### Friction-free 'Click-and-Collect'

What's a 'click-and-collect' service if you have to queue with walk-in customers to 'collect' once you've 'clicked'? To remove friction in the workflow and avoid discouraging people from becoming regular 'click-and-collect' customers, further CallPoints are to be introduced that tune into a specific a conference channel accessed via headset by specific Service Hosts committed to fulfilling 'click-and-collect' orders. Workflows will remain free from overlap so that 'click-and-collect' customers can enjoy the convenience the service promises.

**450** hours saved per store a year  
**TESCO**

**300%** increase in how quickly customers can be helped  
**pets at home**