

Vocovo

release the magic

Super charging teams with the



connecting teams in **2600** Coop stores across the UK



headsets



keypads



handsets

'Give me the big picture'

The Co-operative Group, trading as the Coop, is the largest consumer co-operative in the UK. With **4.6 million active members, 4,200 locations and 70,000 employees**, it is one of the UK's longest established and most loved ethical retailers.

In 2018 the Coop celebrated another successful year, totalling **£10.2 billion in revenue**. As a collective business, being commercially strong enables the Coop to generate even more value for its members.

Like many UK retailers, the Coop is facing a strong set of market challenges. **The Coop set out to deliver increased value for its members** by tackling these challenges head on, resulting in a positive impact for colleagues and members across the UK.



‘What was the issue?’

When the Coop first approached VoCoVo they faced a common set of market challenges, despite a series of successful financial years. **A more productive way of working with effective in-store communications were needed.** Coop colleagues faced numerous challenges around **security, time management and team communication** that could lead to **inefficiencies.**



In smaller stores, there are less colleagues, meaning that it's more difficult to manage your workload. This made customer interaction more complicated, as colleagues couldn't always provide instant feedback or quickly contact their team.

The Coop approached VoCoVo for support in introducing a new voice technology in store, in order to facilitate **better colleague communication and safety.**



Requirement snapshot



Need for increased **effectiveness** and ability to **communicate quickly**



Wanted to **drive productivity** in Coop stores



Wanted to **support colleagues in dealing with customer issues**



Reduce specific in-store issues - **queue times, losses and complaints**



Trial in **20 stores**, with an eventual **rollout to 2,600** convenience stores

‘So what did VoCoVo do?’

When the Coop approached VoCoVo to introduce a new voice technology in store, we quickly **completed a proof of concept across 20 stores. Coop measured the impact of this trial using pedometers and colleague surveys.** Coop had tried other options, but chose VoCoVo as we were able to offer a more **future-proofed investment.** Our solution comprised headsets for each store. This meant that **colleagues could communicate effortlessly,** without leaving their position, across the entire team.

Within a few weeks VoCoVo had installed the 20-store trial, followed three months later by a 100-store phase two trial. **The full rollout to a total of 2600 stores commenced just 12 months after our first meeting with Coop.**

Working closely with the Coop, we were able to quickly deliver a solution that perfectly met their needs. The solution was so successful that the initial rollout to 20 stores was increased to 100 stores, then eventually to a further 2,500.



Solution snapshot

- Bespoke standalone system for each store
- Base unit and up to 3 repeaters provided full store coverage
- Headset system enabled fast colleague communication, multi-tasking and in-store visibility to reduce losses
- Colleagues immediately fed back that they felt safer, and were able to communicate much more effectively with their team
- Trials indicated improved colleague efficiency, saving wasted time



‘And what were the outcomes?’

The impact of the VoCoVo voice technology was felt immediately in store. **Colleague feedback indicated they felt safer, more connected and found team communication easier.**

Queue times decreased, and customer queries were dealt with much more quickly. **The Coop data from the proof of concept showed a significant time saving each week.**

Coop measured the results using worn devices and qualitative feedback. This showed a significant saving on travel time as well as increase in productivity. **Colleagues also found it easier to speak to managers, find answers and inform security when necessary.**

VoCoVo headsets eventually became a part of the team uniform, because their impact was so positive. **The eventual rollout to 2,600 stores indicates how pleased the Coop were with the result.**



Benefit snapshot



Colleague flexibility and ease of communication **improved security**



Reduction in travel time and improvement in staff productivity



Reduction in **queue time**



Improvement in **customer service**



Uplift in **colleague satisfaction**, due to feeling of connectedness

‘VoCoVo supported us in rolling out a new technology that enabled us to meet our current market challenges. **Colleagues loved the headsets, which enabled them to better connect to their team, customers and operations.** The voice system is now a part of the uniform across 2,600 stores. **We’re very pleased with the positive impact it’s had on our colleagues, security and bottom line.**’

Dave Tyas
Retail Change Lead at Coop

Transforming business through the magic of voice

Hardware solutions

VoCoVo has been designed and developed using latest DECT* technology built around a unique multi-cell configuration.

*Digital Enhanced Cordless Technology



◀ headsets

At the touch of a button, the whole team can talk, listen, and help

● handsets

Our business communication handsets are ideal for retail, restaurant, warehouse, and event staff.

◀ callpoints

Improve customer service and sales with VoCoVo CallPoints - our wireless calling system. Ideal for retail, restaurant, or manufacturing environments.

◀ keypads

Push button paging allows checkout and ticket desk staff to have two-way conversations with colleagues.

Business Intelligence

systems to track store performance and improve ROI



telephony intergration

connect wireless headsets and handsets to the wider world



business intelligence portal

Make better business decisions with VoCoVo Business Intelligence