

CONTACT

YOUR SYSTEM, spol. s r.o.

Türkova 2319/5b (Prague Gate)
149 00 Praha 4 – Chodov

Tel. +420 277 775 500
E-mail info@myocto.cz
www www.myocto.cz



OctoPOS opened new possibilities for GLOBUS loyalty programs

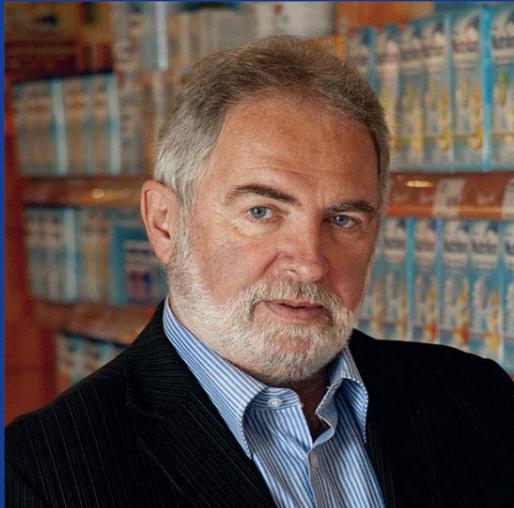
GLOBUS

The company Globus ČR, k. s., operates a chain of fifteen Globus hypermarkets and Baumarkt hobby markets in the Czech Republic. The company has been operating on the Czech market since 1994 and it employs over 7,000 people. The company's turnover amounts to approx. CZK 27 billion, of which the turnover of the filling stations is over CZK 2 billion.

In spring 2011, the marketing department of GLOBUS started to consider the introduction of various loyalty programs which would also concern the filling stations. However, as the cash register systems in the stores and filling stations were not coordinated, the introduction of a complex loyalty system proved to be rather difficult.

„At first, I was not convinced that it would be feasible to replace the whole control system. It was obvious that upgrading the systems at all Globus filling stations would be very complicated. However, the advantages offered by the OctoPOS solution convinced me

beyond a doubt. I was very impressed by the safety which the system offers. Every movement of goods is completely recorded and documented. But I see the greatest advantage in the possibility to connect the OctoPOS system directly to our cash register system. From the beginning we believed that the unification of our cash register systems would open new possibilities for our development. And that is exactly what happened. The OctoPOS system made it possible for our filling stations to take part in our complex loyalty program,” **says Mr. Miroslav Exner, CIO, GLOBUS.**



Ing. Dr. Miroslav Exner
CIO, Globus

Assessment

„We appreciate YourSystem's outgoing attitude to their cooperation with us. YourSystem's professional experts understand their jobs very well and they are always willing to give advice and to help. The whole project has gone very quickly and smoothly and we are very happy with its results. The OctoPOS solution has already brought us many significant advantages and benefits.

Thanks to the implementation of this project, our financial expenses for the development of a new loyalty system have decreased considerably. Moreover, during the planned transition to the new SAP retail system we can save hundreds of thousands of euros due to the unification of our cash register systems.“

The OctoPOS solution has brought us:

Increased safety of sales administration
(there is a document for every movement of goods)

Significant financial savings (implementation of SAP retail, development of a loyalty program)

Availability of all information from filling stations in real time

Possible implementation of a loyalty program

Reduced human error rate

Reduced laboriousness for personnel at the filling stations,
as well as for the audit and revision department

Possibility of **automatic deliveries**

Introduction of rules of sales administration

Use of **OctoMAT** screens for marketing purposes

Simplification of processes



Implementation of the OctoPOS control system

1) Analysis of processes and operating environment at filling stations (July 2011, 6 months)

The analysis helped us disclose certain shortcomings of our system. One of the main causes of our problems was the lack of remote monitoring capabilities. Many processes were performed manually, directly by the filling station personnel, so there was a lot of room for human error.

2) Preparatory and implementation phase (December – May 2012, 5 months)

The preparation of the system for trial operation started in this phase. It was necessary to change the interface so that one screen would be devoted to cash register transactions and the second screen to the filling station. **Martin Böhm**, who is responsible for the administration of the Globus cash register system, explains:

„Our cashiers became accustomed to the new system very quickly. Even though we were afraid that the new system would be more complicated for the cashiers, practice showed that working with two screens wasn't a problem.“

During the preparatory and implementation phase it was necessary to perform an audit and to describe the new processes. It was also necessary to put out a tender for the supply of fuel to the filling stations and to evaluate the submitted bids. The preparation of the loyalty system started together with the modification of the OctoPOS system. The IT department prepared a new concept of the loyalty system. The system can work with several different loyalty programs at once, using one universal database. Thanks to the unification of the cash register systems it was possible to develop a single loyalty system which is parallel to the cash register system.

3) Trial operation (June – October 2012, 4 months)

Mr. Zdeněk Pechal, director of the card system division of Your System, says: „A filling station in České Budějovice was selected for the trial operation phase. Night tests were performed before the implementation itself, so that routine operation of the station wouldn't be jeopardized. Communication systems with all the necessary infrastructure had to be put into operation, including the most difficult task - the connection of the automatic fuel filling system to another supplier. There are two cash desks at the filling station in České Budějovice, with OctoPOS hardware installed – computers with touch screens which the cashiers use to record fuelling operations in the customer's sales

system. A terminal for CCS cards and a terminal for payment cards are connected to the computer. The installation went smoothly and since June 2012 the OctoPOS system has been running faultlessly at the Globus filling station in České Budějovice, in full operation. Even though originally we had our fears, we eventually found out that the operation of two systems is not a problem for our cashiers,“ adds **Radek Holeček** from the cash register department.

In September 2012, we started the trial version of the loyalty program GLOBUS BONUS, which offers hypermarket customers loyalty discounts for fuel.

4) Rollout (September – December 2012, 4 months)

Following faultless trial operation, the OctoPOS control system was gradually deployed in the remaining Globus filling stations, at a rate of one to two filling stations per week. At each filling station, the OctoPOS system was activated overnight, so that when the filling station opened in the morning, it was already running on the new system.

Present situation

Mr. Miroslav Exner concludes: „At present, the OctoPOS control system is deployed at all of our filling stations and our employees have become accustomed to using it. This whole adaptation process has been rather smooth due to excellent OctoPOS support provided by the supplier's HelpDesk.

In future we would like to connect the OctoPOS system also to our carwashes, so that each pass through one of our carwashes would be assigned to a cash register transaction. Presently it is not possible to connect the carwashes registers directly to our cash register system, but I believe that OctoPOS will help us in this respect as well

We would also like to further develop the GLOBUS Bonus benefit program, which is in trial operation at the filling station in České Budějovice, and to make full use of the possibilities provided by the newly implemented loyalty program. For example to develop an e-shop with a bonus point system, with various point-based special offers, activities, benefits, vouchers, targeted campaigns for specific customer groups, discount offers, personalized discount offers, and many other marketing tools. We believe that this project has brought our colleagues from the marketing department a lot of room for creativity.“

