

# Retail and Consumer Products

Case studies compendium



# Retail and Consumer Products

Consumer businesses thrive by building brand loyalty and managing distributed retail outlets efficiently and also cost-effectively. By outsourcing key processes to us they're delivering consistently high-quality point-of-sale materials and business documents to stores and branches; and doing so more sustainably, efficiently and rapidly than they can manage on their own. Behind the scenes they're meeting business needs both centrally and in outlets with managed print services that cost significantly less and deliver more.

“We rely on Xerox to distribute our pre-printed materials. In order to meet our needs, the company has streamlined our supply chain and optimised cost.”

Jean-Pierre Vignes, Director of Non-Market Purchases,  
Carrefour Group




97%


USER SATISFACTION LEVEL


**COUNTRY:**

France

**KEY CUSTOMER BENEFITS:**

 Cost reduction

 End-user productivity

 Flexibility and scalability

**CHALLENGE**

- Control costs by rationalising and streamlining fragmented, manual processes for getting business documents such as forms and stationery to 2,200 supermarket stores.
- Reduce the amount of time spent by multiple Carrefour departments involved in these processes.
- Improve quality control of documents.
- Improve visibility of costs and spending.

**SOLUTION**

- End-to-end document supply chain management, from order taking to warehousing, delivery, invoicing and control of document quality (brand conformity) and lifecycles.
- Supplier rationalisation and bulk ordering for volume discounts.
- Workflow redesign and introduction of electronic invoicing.
- Central digital asset management (DAM) repository and single web-based interface for everyone interacting in the supply chain.
- Dedicated print executive.
- Governance plan.

**RESULTS**

- 20% cost reduction and full visibility with perorder invoicing and management information.
- 25% improvement in productivity, thanks to simplified and digitised processes.
- Improvement in document quality.
- Continual improvements drawn from governance plan.
- Scalable solution that can be extended to other Carrefour brands or countries.

# Deliver Quality in Print while Saving Time and Money

French Department Store Group




## 20 %

COST SAVINGS

### COUNTRY:

France

### KEY CUSTOMER BENEFITS:

 Cost reduction

 End-user productivity

### CHALLENGE

- Take control of the costs of office printing by doing something about old, unreliable equipment, lack of control over consumable stocks and siloed management.
- Respond to staff dissatisfaction with office print by improving the reliability of service and the choice of print-related functions and features.
- Make colour printing and scanning available.

### SOLUTION

- Managed print service for all sites in France, with just-in-time management of consumables and a dedicated helpdesk.
- Refresh and rationalisation of devices to replace multiple makes and models (with single capability) with 458 multifunctional devices of a few standard models.
- Introduction of a print policy encouraging duplex and secure printing.
- Service assurances through Service Level Agreements and KPI measures.

### RESULTS

- User-to-device ratio improved by almost 100% (from 2.5:1 to 4.5:1).
- Billing consolidation and simplification of print management.
- Improved service measures such as device availability and helpdesk response times.
- Staff satisfied with reliable service and additional features.
- 20% cost savings overall.



# Promoting a Greener Culture at Head Office

Major French retailer




## 40 %

LESS PRINTED PAGES


### COUNTRY:


France

### KEY CUSTOMER BENEFITS:

 Cost reduction

 End-user productivity

 Environment

 Information security and risk

### CHALLENGE

- Year 1: managed print service, including:
  - Energy Star multifunctional printers
  - Supplies management and on-site support
  - Web portal to submit jobs to print room
  - Pull printing
  - Print policies such as default duplex B&W
- Year 2: rollout of Xerox® Print Awareness Tool (PAT), giving insight into printing habits and suggesting changes for the better.

### SOLUTION

- Managed print service across four sites, providing optimal availability of printing, copying, scanning and faxing functions to staff.
- Scanning of incoming mail and routing to relevant staff systems.
- Provision of secure scanning features and followyou printing to avoid confidential documents falling into the wrong hands.
- Reporting of key service performance metrics.

### RESULTS

- Year 1: 30% reduction in printed pages.
- Year 2: further 10% reduction when 60% of employees voluntarily adopted PAT.

“Xerox has successfully responded to our needs to update and standardise the technology fleet, we’ve now guaranteed that all employees have access to functionality to increase productivity.”

Rúben Salgueiro, Head of Information Systems,  
AKI



30 %

COST SAVINGS

**COUNTRY:**

Portugal

**KEY CUSTOMER BENEFITS:**

 Cost reduction

 End-user productivity

**CHALLENGE**

- Improve managed print service at contract renewal by adding support for mobile printing and new document finishing features.
- Reinforce cost savings.
- Ensure that the service is aligned to internal reorganisations and changes in employee distribution.

**SOLUTION**

- Managed print contract renewal for office print.
- Implementation of mobile print solution to enable employees to print directly from any mobile device without downloading any software.
- Update and redistribute printer fleet to better meet employee needs.
- On-site support from a skilled operator.

**RESULTS**

- Increased productivity for staff through access to new print functionality.
- 30% cost savings.
- Improved control of costs and operations.
- Continual improvement of service over the life of the contract.

“Xerox understands retail. They understand the importance of delivering quality work in-store and consistently meet our demands.”

Richard Lancaster, Marketing Director,  
Morrisons – Grocery Retailer





## SIGNIFICANT COST SAVINGS

### COUNTRY:

UK

### KEY CUSTOMER BENEFITS:

 Cost reduction

 Environment

 Speed

### CHALLENGE

- Produce and deliver high-quality marketing campaigns to hundreds of stores within days – as a matter of course.
- Be more efficient and cost-effective by improving visibility of the marketing supply chain both for Morrisons and its marketing suppliers.
- Meet high quality standards and sustainability objectives.

### SOLUTION

- On-site advisory service to maximise the value of point-of-sale print, labels, publications and backoffice materials.
- Xerox management of end-to-end print and fulfilment process, including stock management, colour and quality control and store-specific collation.
- Web-based collaborative workflow tool to connect all campaign stakeholders.
- Detailed management information.

### RESULTS

- High-quality campaigns delivered in days within budget.
- Process improvements and greater efficiencies.
- Significant cost savings over four years.
- Improved sustainability with less waste and use of fully recyclable materials.
- Ability to focus on strategic activity, leaving execution to Xerox.

# Give Stores the Edge with Targeted Marketing

International Supermarket Chain




## 19%

COST SAVINGS


### COUNTRY:

UK

### KEY CUSTOMER BENEFITS:

 Cost reduction

 Speed

 Flexibility and scalability

### CHALLENGE

- Drive sales by consistently delivering printed materials – window bills, hanging boards, standalone displays, stickers, etc. – to approximately 500 stores in time to push frequently changing promotional campaigns.
- Deliver direct marketing campaigns to customers more efficiently.
- Achieve cost savings.

### SOLUTION

- Xerox management of print procurement and logistics for in-store and other marketing materials.
- An advisory service to ensure that material specifications are designed to reduce lead times and costs.
- Creative services for efficient, fast, qualitycontrolled changes to existing artwork.

### RESULTS

- 19% cost savings compared with baseline year.
- Campaigns consistently delivered on time to approximately 500 stores.
- Ability to respond rapidly to trading or competitor activity thanks to more efficient processes and faster turnaround of jobs.



# About Xerox

Xerox is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace.

For more information visit [www.xerox.com](http://www.xerox.com).