

Roche Bros. Delivers 'Better Way to Shop' with Enhanced eGrocery Home Delivery Platform



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ShopperKit

 **Roche Bros.**



Solutions Designed for the Challenges in Grocery Retail

Since 1952, Roche Bros. has been a leading, local family-owned grocery business serving the greater Boston community with a commitment to the highest merchandise quality and freshness as well as dedication to customer courtesy and service that stands above others in the marketplace. Roche Bros. is widely known for its clear vision and core value of being the “better way to shop” at every one of its 18 store locations. Indeed, its entire team is well-trained and motivated to fulfill the firm’s standard for excellence “... in every aisle, every department, with every customer visit.”

To offer customers the highest level of service through both in-store and online shopping channels, Roche Bros. launched an initial eGrocery solution – called its Home Delivery platform – in 2005. In support of its ongoing commitment to elevate the shopping experience and customer satisfaction, the platform was enhanced in late 2016 with a solution from technology partners ShopperKit and Brother Mobile Solutions. In addition to offering enhanced services to customers, competition from conventional supermarket operators, Peapod, and the abundance of channels in which to buy food were among the key drivers of the new implementation.

Understanding both the challenges and opportunities of grocery commerce is the reason ShopperKit, the market’s first enterprise e-grocery software platform designed specifically for in-store fulfillment, joined forces with Brother Mobile Solutions, a leading provider of innovative mobile printing and labeling solutions for retail and specialty retail applications.

ShopperKit’s platform enables existing brick & mortar stores to receive, prioritize, and process orders from an online e-commerce storefront. The solution supports retailers who recognize their physical stores are a competitive advantage since they are located close to the customers and can serve as natural distribution centers.

ONLINE GROCERY ON THE RISE:

*Online grocery
is expected
to continue its
upward trend.*



Offering Shoppers a More Personalized Experience



“Providing shoppers an easy and reliable way to order online and pickup in store, or order online for home delivery -represents a huge opportunity for retail grocers,” said Jack Record, President of ShopperKit. “While in the broad marketplace, online grocery has lagged behind the skyrocketing growth of online retail shopping - solutions like ShopperKit can help grocers quickly level the playing field with local competitors or major big boxes going online. The power of our platform is its capability to leverage sophisticated technology that allows personalization and an experience tailored to a specific online shopper.”

Food is personal, and Record knows it. The ShopperKit platform was engineered to be scalable, and to integrate quickly with the grocer’s front-end system – but it also enables real-time communication with the buyer. The app has the capability to provide a personalized, high-touch shopping experience for the buyer through visual communication with the store associate via tablet. For instance, if a buyer wants to see how ripe the bananas are, or choose the perfect steak, the associate can show them!

Labels are a key component to the solution. Brother Mobile Solutions RuggedJet® 3 line of mobile printers is integrated with the ShopperKit platform and brings more than 60 years of Brother’s print device expertise to support mobile, in-store sales associates with a reliable, feature rich experience. Specifically, Roche Bros. in-store associates utilize the RJ-3050 label printer, an extremely simple, intuitive-to-use device that virtually eliminates the learning curve for non-technical store associates. The RJ-3050 provides dual wireless connectivity via Wi-Fi® and Bluetooth® for reliable operational mobility and is compatible with Windows®, iOS®, Android™, Windows Mobile laptops, tablets and smart-phones. In addition, RuggedJet mobile receipt and label printers come with Apple AirPrint® technology making them ideal for in-store requirements that demand reliable, flexible and creative labeling capability.

The ability to quickly print barcoded labels with date/promise time, in-store shopper ID, customer name, storage area and other identifiers is critical to an effective click & collect system. The Brother mobile printers were selected because they had the power, connectivity, speed and rugged features needed.

Challenge & Opportunity: 'Delighting Customers in the **Mobility Age**'

"Mobility is clearly on the march in retail and will continue to shape the retail landscape. It's clearly evident in grocery applications such as that implemented by Roche Bros. Customers can shop online and fulfillment can be handled by store associates in-store, which is a win-win for both the grocer and the customer" said Ravi Panjwani, VP Marketing and Product Management at Brother Mobile Solutions.

Panjwani points out that survival in the mobile retail era depends on continued improvement in operational efficiency in the store, backroom and across the entire supply chain – areas where retailers have long focused their efforts to remain competitive. The introduction of efficient and highly-scalable mobile shopping solutions are helping small, mid-sized, and regional chains get into the click & collect game.

He continued, "Shopper engagement continues to evolve, both in-store where there are opportunities for customers to interact with retail associates across the store for a more personalized experience, or in new online situations, where customers can shop online, with orders fulfilled by in-store associates.



These new applications also offer timely brand messaging and promotion at the point-of-sale – another opportunity for retailers to delight customers in the mobility age."

Bottom Line Impact:

Satisfied Loyal Customers, Productive Engaged Associates Leads to Higher Sales and Greater Competitive Advantage

Roche Bros. successfully implemented the new Home Delivery Platform in October 2016 across 10 of the company's 18 stores initially. The balance of the stores are set to go-live in mid-2017.

Overall, implementing the ShopperKit solution took just five months from project kick-off to system go-live, according to Geoff Farrington, Director of Ecommerce at Roche Bros. The solution was both affordable and scalable to accommodate future growth. It's too early to confirm significant jumps in sales revenue, but Farrington reports that store associates are already more productive and engaged in their work.

"One major benefit the team quickly realized with the Brother RuggedJet printer was its enormous flexibility and configurability for fast, on-demand labeling. The individual stores can deliver targeted brand messaging, promotions and highly-personalized labeling right on the customer's bags – information and messaging based on the right data about and for the right consumer, at the right time," according to ShopperKit's Jack Record. "Food is personal, and we deliver a solution that feels very personal for the shopper."





We did our homework and implemented a solution that will help us stay competitive and improve operational efficiency without adding more staff.

- Geoff Farrington, Director of eCommerce, Roche Bros.

A Final Touchpoint in the Purchasing Journey

In conclusion, as the move to better engage customers using mobile technology continues across U.S. retail, mobile printing solutions will play an increasingly important role at the final touch-point of the purchasing journey and help support retailers in their quest to delight more consumers and create loyal, long-term relationships.



Brother Mobile Solutions

Brother Mobile Solutions is a premier provider of mobile printing solutions for workforces on the go. The growing product lineup includes compact, mobile thermal full-page and small-format thermal receipt and label printers; handheld and desktop laminated label printers; and wide-format, desktop thermal paper label printers.

Brother mobile products division serves a variety of industries including field services, retail, grocery, route, public safety, transportation, oil & gas, and healthcare workforces – all through its network of authorized resellers. Products include the legendary Brother PocketJet Series full page mobile printer, new rugged carry and vehicle mount cases, plus the RuggedJet Series label and receipt printers in 2" to 4" formats with advanced wireless features and rugged functionality.

Mobile receipt and label printers



Full-page mobile thermal printing

Mobile desktop label and receipt printers



See the complete product lineup at www.BrotherMobileSolutions.com.

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