

OK Plus

OK plus is using future-proof store solution in all of its stores nationwide using Android handheld mobile computer

Customer

■ OK Plus

Country

■ Denmark

Industry

■ Retail

Solution Partner

■ Delfi Technologies A/S

Solution

■ Point Mobile PM66



Fast growth even in the middle of the pandemic



69 stores nationwide & expanding fast



OK Plus is a nationwide chain of convenience stores, all of which are connected to an OK petrol station.

Introduction

Despite Covid-19, OK Plus is experiencing a bustle in the chain's convenience stores. To provide optimal customer service, reliable, and efficient stores are must. Through a collaboration with the IT company Delfi Technologies, OK Plus has secured the stores for the future growth with the right combination of technology.

OK Plus invests in new technology for the stores

OK Plus is a nationwide chain of convenience stores, all of which are connected to an OK petrol station. Here, you can refuel your vehicle or yourself with delicious things. Today, the chain consists of 69 stores, and more are on the way. The OK Plus chain's office supports the stores with supplier negotiations, marketing, store design, and IT.

Both in terms of store design and IT, a lot is going on at OK Plus right now. Several of the chain's stores are in the process of being modernized, and on the IT side all stores have got a new and future-proof store solution for good ordering, inventory control, and other important store tasks.

Among other things, the store solution includes handheld terminals and software - a solution Delfi Technologies has delivered through a collaboration initiated through Reitan Convenience Denmark, which is a distributor and partner for OK Plus. OK Plus was looking for new order terminals and, in this connection, they took inspiration from Reitan. Here, Delfi Technologies was already a supplier, and therefore OK Plus chose to look the same way.

"In recent years, there has been a massive technological advancement. we need to be at the forefront of this progress to ensure modern store operations. The collaboration with Delfi Technologies has given us a reliable and future-proof store

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The Android solution is the future for us. The staff can solve all important tasks with the digital barcode solution, and it helps to ensure optimal store operations, he says.
- Christian Gulløv, CEO of Electro Energy

Success Story | OK Plus



solution,” says Klaus Bølle, IT Manager of the OK Plus chain.

Klaus Bølle has been with OK Plus, and before that in the former DK benzin, for a total of more than 27 years. Before that, he was with FDB (Coop oday). The journey at OK Plus started with Klaus Bølle as manager of a test store with a focus on modern operations. In this connection, he often asked several IT-related questions, which is why he later received the offer to handle the chain’s overall IT operations. Over time, Klaus Bølle has been around various places within the chain, also a period in the role of District Manager in DK Benzin. With that background, he knows what the stores need today.

Efficient and reliable stores are crucial

Although 2020 has pretty much been about the corona virus and readiness for change, OK Plus has generally experienced great activity throughout the country. According to Klaus Bølle, a part of the bustle can be attributed to the extra part of the population who have gone home for a long time and therefore have also passed by one of the stores more often, in connection with parcel collection, among other things. “People still need food and they still need to pick up their packages. We have especially experienced an increase in customer flow in connection with pick-up of packages” he says, and continues: “Fortunately, we can say that we are on track with our goals for the turnover in the stores. The general business also demands that our stores remain both efficient and reliable so that we can provide maximum performance and at the same time provide good customer service. It is a crucial factor for us to achieve our goals.

Being able to act fast and take action

As OK plus needs to be able to run the stores as efficiently as possible, there must be a short distance from decision to the execution of new initiatives. With the new handheld terminal solution, the stores can handle important store tasks daily. In addition, the solution also allows new functionality to be added continuously as needed if OK Plus e.g. wants to use the mobile devices to register new processes in the stores.

The solution consists of mobile handheld terminals (model: Point Mobile PM66) with associated software. The program has been specially developed for Reitan Convenience Denmark with some adjustments to OK Plus to adapt the solution to the daily operation of the stores.

A mobile remote control tool (SOTI Mobi Control) also makes it possible to use Mobile Device Management (MDM) to roll out new updates and perform any troubleshooting, “without having the handheld terminals in your hands. It saves a lot of time and administration” explains Klaus Bølle:

“The solution makes it possible to act quickly and take action in necessary areas. Both in terms of new software updates and support for the stores. In that way, we can roll out new units and solve tasks much faster,” he explains.



New future-proof platform

Recently, OK Plus has upgraded to a new future-proof and Android-based software platform. It is a reliable solution that, according to Klaus Bølle, ensures maximum performance in the stores when it comes to printing new shelf labels, ordering goods, doing an inventory count and making item listings.

Success Story | OK Plus

“The Android solution is the future for us. The staff can solve all important tasks with the digital barcode solution, and it helps to ensure optimal store operations” he said.

With the switch from Windows to Android, OK Plus was also looking for new handheld terminals for the stores. Here, Klaus Bølle initially looked at a touch-based device, as most people know this device type from their mobile phones today. But after asking the users about their wishes, the choice instead fell on a handheld terminal with an actual keyboard. “The users have spoken, and they wanted a handheld terminal with physical buttons, so they got that” says Klaus Bølle.

User-friendly and intuitive experience

OK Plus made a manual for the stores in connection with the launch of the new solution. But it turned out not to be necessary at all since the manual is not used by the stores.

“The solution is easy to go with and anyone can work with it, so there is simply no need for a manual. The usability is top-notch, and it is a very intuitive experience all the way around. It also means that even the older generation can participate, and that is, of course, a clear advantage. With the handheld terminals, we ensure correct registrations in any process - it saves both time and minimizes the number of errors” concludes Klaus Bølle.

OK Plus uses the barcode solution for the following tasks:

1. Order/print shelf labels

By scanning the item, you can automatically print a new shelf label.

2. Item ordering

The store can order goods directly from Reitan, who packs and sends the goods. It is also possible to make reorders. With this feature, staff can save time and administration by looking at the history of an item, correcting the template and place a new order.

3. Status count/inventory

With automatic integration to the store system (Viking), OK Plus can make counts by scanning the goods and entering numbers. As the process is quick and simple, it is also possible to make continuous counts - e.g. in areas with shrinkage. Subsequently, location lists can be printed to check for any differences. The stores can also convene ‘counting teams,’ which bring their own equipment and can make a complete status count.

4. Item Lookup

It is also possible to use the handheld terminal to make specific product lookup at the chain office.

About OK Plus

OK Plus is a nationwide chain of convenience stores, all of which are connected to an OK petrol station. Today, the chain consists of 69 stores and more are on the way. The range in the stores is constantly evolving and covers, among other things, soft drinks, tasty sandwiches, steaming hot organic coffee or fresh bread and cakes. In addition, OK Plus offers package delivery or pick-up, trailer rental, pharmacy items, reading material or gift cards and talk time cards.

About Delfi Technologies

Delfi Technologies is a European IT company that develops and sells barcode solutions in connection with product registration and electronic shelf labels for the retail, warehousing & logistics industry, as well as the healthcare system. Delfi Technologies has grown significantly in recent years and today has offices in Denmark, Sweden, Norway, Germany, Italy, and Vietnam with more than 110 employees.



PM66 Android Mobile Computer

The first thing you will notice about PM66 is its full numeric keypad (24 keys) made for fast and accurate typing in any circumstances- even under dim lighting thanks to backlight support.

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