

FLEGGGAARD

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Customer

■ FLEGGGAARD

Country

■ Denmark

Industry

■ Retail

Solution Partner

■ Delfi Technologies

Solution

■ Point Mobile PM80



In business since 1926



Top 100 companies in Denmark



Around 1,750 employees

Introduction

The Corona crisis has changed the consumer behavior and businesses to become more digital. Fleggaard is experiencing a rapid growth in the number of online orders. The group has therefore taken several initiatives to increase capacity and facilitate the handling of the many Click & Collect orders.

The turbulent Corona crisis has been a ‘wake up call’ for many and has speeded up the digitalization of retail. As consumers, we are changing our habit and more and more people prefer shopping online today—even when it comes to grocery shopping. That is why most supermarkets have gradually launched a new online setup so that you can shop your groceries without visiting physical store.

Several choose the click & collect concept

In cross-border shopping, e-commerce has also become popular. Almost every border shop offers Click & Collect today, with which you can order the goods online and pick them up later at the warehouse. Fleggaard, which is by far the largest player in cross-border trade, with its 16 stores in the Fleggaard and Calle chains, has been very busy and has experienced an increase in the number of Click & Collect orders.

For several years, customers have been able to shop online and pick up the pre-ordered items at Fleggaard. However, according to Per Sørensen, an Operations Manager at the Calle and Fleggaard chains, the Corona crisis has led to a shift in behavioral pattern of the customers and more people than ever now prefer to pre-order their goods to avoid going through shopping inside the store.

“We are experiencing a trend with a clear increase in Click & Collect orders. That is why it is crucial to have a setup that just works—there is simply no time for IT and equipment that does not work well when customers come to pick up their goods,” says Per Sørensen.

Fleggaard’s Click & Collect Center in Harrislee is a central collection point for the seven Fleggaard / Calle stores at the border crossings in Kruså and Padborg. Here, several initiatives have been launched to make it both faster and easier to handle the many customers who prefer pre-order and pick-up at the warehouse in connection with their border excursion.

Success Story | FLEGGGAARD



Links warehouse, shop, and Fleggaard.dk together

Through a collaboration with the IT company Delfi Technologies, Fleggaard has been provided with the necessary IT equipment that connects the Click & Collect system to the warehouse, store, and fleggaard.dk. This means that there is always an overview and control over inventory management, as all processes are mapped digitally using barcodes and scanners.

“At our Click & Collect warehouse in Harrislee, all employees are equipped with a mobile handheld terminal, on which they can handle all picking and order delivery for many customers. When picking up pre-orders, the customer also sign the receipt directly on the handheld terminal,” explains Per Sørensen.

Customers can also pay directly at the delivery point at the Click & Collect Center in Harrislee, which hosts both Calle and Fleggaard services. Here, the handheld terminals (model: Point Mobile PM80) are the link between the stores' cash register system (POS), the customer's receipt, and the delivery.

Efficient workflow optimizes product flow

Everything must be simple and efficient to handle many customers. The handheld terminals are the employees' mobile work tool, through which they control all work processes in the warehouse and the store. The mobile tool helps optimizing the flow of goods. Per Sørensen continues: “Our collaboration with Delfi Technologies ensures that all processes are in order and that we avoid unnecessary hassle. With the handheld terminals, employees can handle all work processes on the go, register goods correctly, and deliver the right goods to the right customers. In that way, the employees become more productive and the system's capacity for orders increase.

On the handheld terminals, Fleggaard's application 'ScanPOS' is installed. The app runs via a web browser. Here, employees can handle the most important warehouse tasks such as Click & Collect, item ordering, item replenishment, item counting, printing shelf labels, etc.



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About Fleggaard

Fleggaard was founded in 1926 and is one of Denmark's largest family-owned groups with a solid position among Denmark's top 100 companies. Today, the Fleggaard Group is an international conglomerate with a wide range of businesses, ranging from retail in border areas and online shopping to wholesale and car leasing. Fleggaard has an annual turnover of around DKK 7 billion and employs approx. 1,750 employees in 14 different companies.

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