

One Door Case Study

Reducing PoS Waste and Cutting Merchandising Costs

THE CLIENT

O2 is the UK's leading provider of mobile phones and broadband services with more than 20.7 million mobile customers, 457,000 fixed broadband customers and 500 stores throughout the United Kingdom.

THE CHALLENGE

The wide geographical spread of O2's store network and the unique and complex physical attributes of each retail location make merchandising a time consuming process for both corporate headquarters and the distributed staff. Historically, merchandising was done manually using Excel and paper merchandising guides and often resulted in a consistent volume of incorrect PoS materials being sent to stores. Not only did this waste store staff time as they worked out the issue and decided where the correct placement for PoS materials should be (rather than what they were told centrally by head office), it also wasted hundreds of thousands of dollars each year in wasted printing and shipping costs.

THE SOLUTION

O2 turned to One Door to help streamline the merchandising process, reduce waste, and deliver the ability to track execution of campaigns with precision. One Door's unique web-based Merchandising Cloud platform is specifically designed to help retailers like O2 cut the costs of marketing planning and campaign execution at the store level.

OPTIMIZED EXECUTION AND EFFICIENCIES

Since implementing Merchandising Cloud in February 2010, O2 has reduced PoS waste by 20% and has saved countless staff hours that were once dedicated to resolving incorrect shipments to stores. O2 has also saved more than £500,000 (approximately \$800,000 US dollars) in printing costs and around 17,000 KG of CO2 by streamlining the delivery process to stores using the system.

RESULTS

20% REDUCTION in PoS waste

**500,000 SAVINGS
IN PRINTING COSTS**

(approximately \$800,000 in US dollars)

**MORE THAN 17,000 KG
OF CO2 SAVED**

by streamlining the delivery process

"The system is good for our stores because it saves staff time and makes their jobs easier. It's good for O2 because it saves us money and allows us to better plan and manage campaigns."

—Richard Baylis, O2 Retail General Manager

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ONE SYSTEM FOR EVERY MERCHANDISING NEED

One Door configured their web-based merchandising system specifically to O2's needs, which the retailer calls O2 Display. With Merchandising Cloud, the retailer now has an accurate, real-time understanding of each store and is better able to send the right amount of PoS materials to each location at the right time during a campaign. Store staff use the system to get corporate mandated direction on where each piece should be placed, and also to communicate their compliance with directives back to headquarters. Retail staff also quickly report on issues in their store, ensuring faster resolution.

■ OPTIMIZED CAMPAIGN PLANNING AND EXECUTION

With O2 Display, the retailer's in-store marketing teams can now plan and execute campaigns across all retail stores from their tablet. O2 can precisely control the product and campaign material placement across every retail location, resulting in a consistent customer experience.

To help identify specific customer hotspots in particular locations or geographic trends, O2 can track which materials are being picked up by customers for particular handsets and measure sales data against each handset and in-store placement using the system.

■ STREAMLINED CAMPAIGN AND EQUIPMENT ORDERING

One Door's platform enables O2 staff to quickly and easily order campaign materials and store equipment, and track their shipment in real-time, making the order process more efficient. In addition, store staff can consolidate and expedite campaign material shipments with a convenient pick-n-pack list available on their tablet, minimizing the number of deliveries made to stores and reducing CO2 emissions.

■ A REDUCED CARBON FOOTPRINT

O2 corporate and store staff can monitor the carbon footprint of each store location and each campaign with a comprehensive report on which point of purchase product and marketing materials were executed.

About One Door

One Door is the leading provider of cloud-based merchandising execution software, optimizing merchandising at each store for the world's leading brands. One Door is privately held, based in Boston, MA, and led by an experienced team of retail and technology visionaries.

"O2 is extremely focused on driving more effective processes throughout our retail merchandising and product placement programs. We believe One Door's platform has the potential to dramatically enhance the speed with which we plan and communicate campaigns, the accuracy with point of purchase product and marketing materials and the visibility to track in-store compliance."

—Simon Smith,
Telefónica O2 UK