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RFID

JOURNAL

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The Shelfie Stick

How a simple device changed an RFID rollout and what we can learn

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CATTERICK **BLACK**⁺
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Setting the Scene

Global Luxury Retailer. One of the worlds most recognised brands

Our previous client

Responsible for end-to-end rollout

Aggressive RFID Programme. Large Capital Investment. Fast ROI (<1yr)

Investment return had to be robust and maximised

One regions success justified another's rollout. APAC programme a non-starter without EU ROI

High volume large space stores

Dense BoH areas. High staff traffic. Tall fixtures

ROI Considerations

Rollout approved on the basis of:

A lengthy pilot to explore every ROI opportunity. Extremely ambitious and challenging ROI

7.3% reduction/re-distribution of staffing costs

Due to increased replenishment efficiencies

A 2.1% increase in NOP

Improved customer availability (50% rule)

Higher volume of Sales and at the first time price point

In order to meet ROI within the agreed timeline (<1yr), we knew:

We would need high scan accuracy

Need task discipline

Faith in the process

Every location to be process compliant to a high level

The Challenges

Dense BoH areas. High staff traffic. Tall fixtures. ROI Risk

Scan accuracy impact

Resource required to perform the counts – impacting resource savings/ROI

Faith in the solution wanes. ROI Risk

Lead with the importance of count accuracy:

Trained Managers to understand how counts provide visibility to compliance:

Product moving outside of process

Gaps in product / missing product

General adoption of RFID process

Safety. The Big one

Managers pushing teams to deliver good counts led to frustration and possible risks...

The Solution

During an early store visit we saw the challenges. Understood the risks

RFID Sherpas (Principle Consultants) were present
Prototype Shelfie Stick:



The Results

Safer. Safer. Safer

No working at height
No balancing on ladders, etc

40% reduction in count resource

Supporting the staff resource ROI
Less impact to other staff tasking

Count accuracy improvement

Supporting product visibility and picking up those fragmented lines

5 Week return

Restored faith in the process...with something so small

What we can learn from a simple stick...

The importance of a nimble programme

Understanding not everything will work as planned and being able to react to that

Listening to staff

Seeing their challenges, listening to their gripes. At grassroots

Actually seeing what your trying to achieve

As the project team
With your stakeholders and vendors

Being receptive to the ideas of your team

“What can we do this fix this, everyone?” attitude

Not over-complicating things

It's a \$200 cabon fibre stick. Not a BoH re-model

Conclusion

With innovative, complex projects, sometimes the simple solutions can be overlooked

In retail, if it's not adopted then it doesn't work like you said or it's not as easy as you think!

Listen to your stakeholders, react to their challenges and take them on a journey:

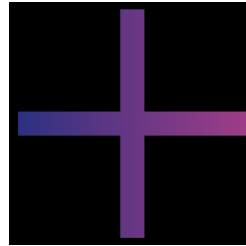
The Shelfie Stick is a great example of this...

The Shelfie Stick – From RFID Sherpas*

The advertisement features a man in a suit using a long-handled device to scan high shelves in a warehouse. The device is labeled 'shelfie stick' with a yellow Wi-Fi symbol above it. The background is a green gradient with a large Wi-Fi symbol. Text on the right says 'The RFID Peripheral with a 20 day ROI Shelfie Stick® helps you scan inventory on high shelves quickly, accurately and safely'. A yellow button at the bottom says 'LEARN MORE'.

*A full article of the rationale behind my decision to adopt the Shelfie Stick and how it happened with RFID Sherpas Co-Founder JP Kamel, has been published by RFID Journal

Q&A



THANK YOU

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