



J BRAND

"My Customer, My Responsibility"

CASE STUDY:

DEBENHAMS

"We sincerely thank our rollout partners, J Brand, for successfully delivering a great job under extreme time pressure. This appeared to be a momentous and improbable task 6 months ago. However, it has been a fantastic display of co-operation, collaboration and communication between the J Brand team and Debenhams staff."

CUSTOMER

Debenhams

LOCATION

Nationwide

REQUIREMENT

Implementation of "Click & Collect" solution throughout the store estate

EQUIPMENT

Commscope - SYSTIMAX® Powersum & GigaSPEED® XL Solution



ABOUT THE COMPANY

Debenhams PLC, founded in the 19th Century, is now a leading British multinational retailer. Currently, there are 176 department stores across the UK and Ire-land with further franchises abroad. Debenhams provides a unique, exclusive mix of brands in clothes, furniture and household items, most famous for their "Designer at Debenhams" brand range.



CASE STUDY

Debenhams commenced the shopfit and cabling programme to create "Click and Collect" departments nationally. The completion date was set for October 2014, in order to match the expectations of the Christmas period, where the anticipated online orders would surge. It took a rigorous period of plan-ning and pre-installation work, commencing in May 2014. The re-quirements included:

- More than 2000 new data outlets and the relocation of hundreds more
- Configuration, deployment and installation of 137 tills, 117 kiosks, 412 PC's, 280 printers, 105 access points and 1058 RF Hand held terminals.

The "Click and Collect" goal is to integrate the thriving online shopping market with the in-store customer experience. The installation of this programme was required in 169 Debenhams stores nationally, creating a larger stock holding area in-store. This scheme operates by giving custom-ers the opportunity of free delivery when buying online, which they then collect from their local store.

- Debenhams experienced an increase in transport efficiency, reducing the delivery times by 2/3 (from 3 days to 1 day).



- Internet sales increased due to greater flexibility to fulfill customer orders.
- There is greater potential sales in-store, because when the customer comes to collect the item from the store they may engage in further transactions.
- If a customer has an issue with their purchased product, staff are immediately on hand to assist. Therefore the customer satisfaction is also likely to improve.

From the word "Go" the "Click and Collect" project was challenging. It necessitated a solid company rapport and determination to deal with the project management (planning, surveying, warehousing and other operations). J Brand encountered 11 different shop fitting contractors, bringing their individual setbacks. One of these being that, there were up to 40 phonenumberes on speed dial for project man-agers, shop fitters and installation engi-neers. Therefore, communication played a crucial part. In addition, we had to schedule project dates and timings so that they coincided with the construction of "Click and Collect" areas within stores. However, in the end the final result represents a team effort, providing an exemplar result for the target customer.

If you would like to arrange a session to discuss further or simply have a concern, query, or requirement, please Contact us:
enquires@jbrand.co.uk

www.jbrand.co.uk

