

Case Study: Retail Solution

ROCHE BROS. DELIVERS “BETTER WAY TO SHOP”
WITH ENHANCED EGROCERY HOME ROAD
CURBSIDE PICK UP & DELIVERY PLATFORM.

E-COMMERCE, ROAD CURBSIDE PICK UP AND DELIVERY

Customer: Roche Bros Supermarkets, Inc
Country: United States of America
Model number: RJ-3050

While companies like Amazon and Walmart were opening retailers' eyes to a faster and more robust e-Commerce service, the events of early 2020 introduced a whole new segment of shoppers to online ordering and pickup solutions that they might never have tried before. This experience is expected to create a lasting impact on how consumers shop for everything.

From an efficient road curbside pickup to a delivery model, it should be part of every grocer's growth and sustainability strategy. The need extends beyond grocery and today. Every retailer from the big box store to the corner bakery need new solutions to cater to their customers demand.

Road curbside pickup, BOPIS (buy online, pick up in-store), fresh food pickup and delivery solutions and e-Commerce shipping and returns solutions aren't new.

The need to scale, customize and quickly deploy

variations of these tried-and-true solutions have never been more urgent. Innovative software solutions providers have scaled their offerings to meet new demands, for their retailers to better serve their customers.

The Customer

Since 1952, Roche Bros. has been a leading local family-owned grocery business serving the Boston community in the US with a commitment to provide the highest merchandise quality and freshness, as well as dedication to their customers, to stand out among the others in the marketplace.

Roche Bros. is widely known for their clear vision and core value of a "better way to shop" in their 18 stores location. Their entire team was well-trained and motivated to fulfill their firm's standard for excellence in

every aisle and every department for every customer visit.

The Challenge

While the needs will continue to evolve beyond the current crisis, consumer shopping trends have shifted overnight.

Smart retailers, large and small sizes are preparing for the new normal.

Some of the top needs in e-Commerce solutions will help to:

- reduce labour costs
- increase basket size
- provide customers a safe way to shop
- improve customers' communication
- enables more accurate pickup time

The Solution

To offer their customers with the highest level of service through in-store and online shopping channels, Roche Bros. has launched an initial eGrocery solution called Home Delivery platform.

In support of their ongoing commitment to elevate the shopping experience and customers' satisfaction, Roche Bros. has enhanced their platform with a solution from technology partners, ShopperKit and Brother Mobile Solutions. Offering enhanced services to their customers, competition from conventional supermarket operators, Peapod and an abundance of channels to buy food were among the key drivers of this new implementation.

Understanding both the challenges and opportunities of the grocery commerce is the reason for ShopperKit, the market's first enterprise eGrocery software platform to cater to in-store fulfillment with Brother Mobile Solutions, a leading provider of innovative mobile printing and labeling solutions for retail and specialty retail applications. ShopperKit's platform enables existing brick-and-mortar stores to receive, prioritize and process orders from an online e-Commerce storefront.

The solution support retailers who recognize their physical stores are a competitive advantage since they are located close to their customers and could serve as a natural distribution centre.



PROVIDING SHOPPERS AN EASY AND RELIABLE WAY TO ORDER ONLINE AND PICK UP IN-STORE OR ORDER ONLINE FOR HOME DELIVERY, REPRESENTS A HUGE OPPORTUNITY FOR THE RETAIL GROCERS.

Offering Shoppers a personalized experience

"Providing shoppers an easy and reliable way to order online and pick up in-store or order online for home delivery, represent a huge opportunity for retail grocers. While in the broad marketplace, online grocery is lagged behind the skyrocketing growth of online retail shopping, solutions like ShopperKit could help grocers quickly level their playing field with local competitors or major big boxes going online.

The power of our platform is our capability to leverage on sophisticated technology that allows personalization and an experience tailored to a specific online shopper.", said Jack Record, President at ShopperKit.

Food is personal. ShopperKit platform was engineered to be scalable and to integrate quickly with the grocer's front-end system but it also enables real-time communication with their buyer. The app could provide a personalized and high-touch shopping experience for their buyer through visual communication with their store associates via

tablet. For instance, if a buyer wants to see how ripe the bananas are or choose a perfect steak, the associate could show them.

Labels are a key component of the solution. Brother's RJ-3050 Rugged mobile printers are integrated with their ShopperKit platform, which brings along more than 60 years of Brother's print device expertise to support mobile, in-store sales associates with a reliable, feature-rich experience. Roche Bros. in-store associates utilize RJ-3050 Rugged mobile printer, an extremely simple, intuitive-to-use device that virtually eliminates the learning curve for their non-technical store associates.

RJ-3050 provides dual wireless connectivity via Wi-Fi® and Bluetooth® wireless connection for reliable operational mobility and is compatible with Windows®, iOS® and Android™, laptops, tablets and smartphones. In addition, RJ-3050 could incorporate with AirPrint® technology, making them ideal for in-store requirements that demand reliable, flexible and creative labeling capability.



FULFILLMENT COULD BE HANDLED BY STORE ASSOCIATES IN-STORE, WHICH IS A WIN-WIN FOR BOTH THE GROCER AND THE CUSTOMER.

The ability to quickly print barcode labels with date/promise time, in-store shopper ID, customer name, storage area and other identifiers are critical to an effective click & collect system. Brother's RJ-3050 Rugged mobile printers were selected because they have the power, connectivity, speed and rugged features.

"Mobility is clearly on the march in retail and will continue to shape the retail landscape. It's evident in eGrocery application that was implemented by Roche Bros.

Customers could shop online and fulfillment could be handled by store associates in-store, which is a win-win for both the grocer and the customer.", said Ravi Panjwani, VP of Marketing and Product Management at Brother Mobile Solutions. Ravi Panjwani also pointed out that the survival in the mobile retail era depends on the continuous improvement in the operational efficiency in-store, backroom and across the entire supply chain areas, where retailers have long focused their efforts to remain

competitive.

The introduction of efficient and highly scalable mobile shopping solutions is helping small, mid-sized, and regional chains get into the click & collect game. He continued, "Shopper engagement continues to evolve both in-store, where there are opportunities for customers to interact with the retail associates across the store for a more personalized experience or for online situations, where customers could shop online, with orders fulfilled by in-store associates.

These new applications also offer timely brand messaging and promotion at the point of sale, which is another opportunity for retailers to delight customers in the mobility age."

Overall, Roche Bros. was able to implement the ShopperKit solution in just five months from project kick-off to system go-live, according to Geoff Farrington, Director of e-Commerce at Roche Bros. The solution was both affordable and scalable to accommodate future growth.





PJ-700 Series



RJ 2000 inch series



RJ 3000 inch series



RJ 4200 inch series



TD 2000 Series

It's too early to confirm any significant jumps in sales revenue but Farrington reported that their stores' associates are already more productive and engaged in their work. One major benefit, the team has realized with RJ-3050 was its enormous flexibility and configurability for fast and on-demand labeling.

The individual stores could deliver targeted brand messaging, promotions and highly personalized labeling right on the customer's bags. Information and messaging based on the right data for our right consumer, at the right time. According to ShopperKit's Jack Record.

"Food is personal and we deliver a solution that feels very personal for the shopper.", said Geoff Farrington, Director of e-Commerce at Roche Bros.

[A Final touchpoint in the purchasing journey](#)

In conclusion, with the move to better engage customers using mobile technology continues across US retailer, mobile printing solution plays an increasingly important role at the final touchpoint of the purchasing journey, which could be highly personalized to support the retailers to delight more consumers and create loyal and long-term relationships.

[Innovative e-Commerce Solution](#)

Brother Mobile Solutions team in collaboration with innovative software partners has helped develop and deliver smart solutions for:

- Road curbside pickup
- eGrocery Click & Collect
- Fresh food labeling
- Convenience store POS solutions
- Meal kit delivery and labeling
- Stand-alone mobile in-store labeling
- Route delivery solutions