Meijer

RP Series – POS Cart

Customer Profile

Meijer is celebrating 70 years of retail service in grocery and general merchandise and is continuing to expand with more stores opening each year. The family owned and operated business has over 160 stores through Illinois, Indiana, and Ohio.

The Challenge – Increase check out speed of service

When Meijer opens a new store, the public response to the Grand Opening is overwhelming. The retail leader wants every guest to have a positive shopping experience and therefore places a huge emphasis on service. Reducing checkout wait time is always a priority. Meijer looked to PowerCart to help manage the fluctuating demands of peak shopping periods.

The Solution

Meijer promises “higher standards and lower prices” and now can also claim speedier service thanks to the PowerCart RP2000. The sturdily built, battery equipped cart functions as a fixed lane but can be rolled into place without having to worry about electrical outlets or extension cords and can also be stored away, in minutes. Staff operates the POS systems in the same way thus eliminating additional training. This provides Meijer with the flexibility of altering POS configurations, allowing stores to increase the number of check-out lanes when required, and when the demand tapers, convert back to profitable retail floor space. Meijer’s fleet of mobile, battery equipped carts are part of the business plan at each Grand Opening, During day to day operations the carts are used as extra lanes, for special promotions, sidewalk sales and in the garden area. During off peak times or at the close of business, the carts are plugged in to recharge and are ready for the next shift.

The Results

The speed of service at simultaneous Grand Openings in Illinois, Ohio and Indiana kept up with huge demand. At its peak, all three stores had half a dozen PowerCarts in full operation alongside the fixed lanes. Another dozen wireless carts in the garden centre ensured that guests received the same friendly, hassle free service there. Line-ups were kept small illustrating Meijer’s continued commitment to guest satisfaction.

The Conclusion

The Application Development Manager at Meijer remarked. “The PowerCarts give Meijer the flexibility to move checkout lanes to where they are needed to meet business demands. At Christmas time, for sidewalk sales, or homecoming promotions we can roll them out, turn them on and they are ready to go.”