

# Worldsmart Retail

*the success series*

## Queue Buster



### Customer:

IGA North Sydney

### Application:

Queue Buster



*Choosing Datalogic's PreScan Queue Buster System not only solved the settlement issue, but allows the store to save approximately 5 minutes per online order with the ability to 'scan and bag' while collecting the customer's items.*

**Michael Beer**

General Manager

**Worldsmart Retail**



### Background:

IGA North Sydney is a 13 lane supermarket located in the heart of Sydney's second busiest business district. The store has been owned and operated by Michael Whitehead since 1993 and has a reputation for utilising the latest available technologies in order to increase store performance and enhance the customer experience.

### Challenge:

In order to increase his customer base, Michael Whitehead implemented online ordering via his store website. This offer has been extremely successful however the labor involved to pick and purchase the online orders was too costly. This process not only tied up multiple staff but it also had a negative impact on instore customers queuing up behind staff to purchase their groceries. Michael needed to find a way to make the process more efficient.

### Solution:

After seeing Datalogic's Queue Buster solution at a recent tradeshow, Michael Whitehead quickly recognised the solution to his problem. Staff now use the Queue Buster solution to 'scan and bag' items as they pick online orders. This process means that only the payment component of the transaction needs to take place at the front end.

### Outcome:

Michael estimates that he is saving at least 5 minutes on every online order that is processed. When you consider that IGA North Sydney are processing 130 online orders per week, the overall time saving is approximately 11 hours! Once again, Michael has proved that technology coupled with strict processes and an open mind can lead to more profitable outcomes for independent retailers.

### Unique Challenge?

*If you are looking for an innovative solutions partner that can help you grow your business contact Worldsmart Retail on 1300 738 324 for more information.*

[www.worldsmartretail.com.au](http://www.worldsmartretail.com.au)