

TRAFICON TOBACCO RETAIL

CASE STUDY – CENTRAL RETAIL SYSTEM

TRAFICON

TRAFICON TOBACCO RETAIL s.r.o. operates a network of more than 160 shops with tobacco products, newspapers and magazines. The network is expanding dynamically and it has become apparent that the working tools in several different systems are making it difficult for the head office to manage, regional managers to control, shops to work and everyone to communicate with each other – management is becoming inefficient. As the need for a unified communication tool became more and more acute, the company decided to develop a central store management system, employing its know-how in the area of shop network management.

Reasons for acquiring a new central shop management and tasking system:

- Data about shops, outcomes of reviews and results of achieving specified goals were spread across various spreadsheets and several systems
- Complicated assignment of tasks and complex evaluation of their fulfilment
- Inconsistency of records, fragmentation of information and feedback from shops reaching the head office to a minimum extent
- Photos from shops and other attachments were stored separately in files and folders
- Shops were reporting failures and repairs through various systems without receiving any continuous feedback
- Direct communication with shops was possible only by phone or email, there was no tool for the effective transfer of information

SOLUTION



CRS (Central Retail System) – a web application on the **air&me** platform, designed as a central storage for all shops and staff data. It is linked to sales data, monthly plans and the goals of shops and regional managers. **CRS** enables the head office and regional managers to plan, control and evaluate tasks.

When the shops are inspected, the identified deficiencies are automatically followed up with remedial tasks. Tasks are sorted in a list as well as in a calendar, where each employee can see their work schedule. When using the mobile app, you can take photo documentation for tasks with just one click. The app integrates a navigation system and a simple one-click calling system. CRS also offers automatic inventory scheduling, allowing inventory checks to be automatically scheduled for all inventory workers at the click of a button. In addition to automatic inventory scheduling, the system also includes a calendar of inventory checks and automatically created checklists.

THE STORY OF THE IMPLEMENTATION



In its project, NG Retail partnered mainly with the representatives of TRAFICON TOBACCO RETAIL with the procedural understanding of shop management. The project aimed to develop a system working with all data in one place.

It was therefore necessary to connect **CRS** with the TPOMM (ERP) system, which provides data on sales, the Logio system, which contains data on delivery days, as well as the Joomla system with data on employees, shop details and other source data. The results of sales of Sazka products are imported directly from Sazka. A reporting tool on the POWER BI platform has been created for evaluation.

80 %

IMPROVEMENT IN TASK
CONTROL AND EVALUATION

90 %

MORE TRANSPARENT
TRANSFER OF CONTROL
FINDINGS FROM THE HEAD
OFFICE

80 %

MORE EFFICIENT TRANSFER
OF INFORMATION ON THE
DAILY BUSINESS RESULTS
OF INDIVIDUAL SHOPS



RESULT

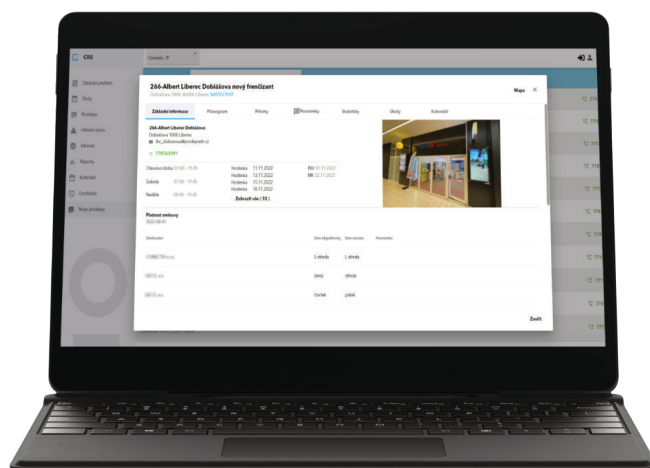
The **CRS** app on the **air&me** platform aggregates data necessary for shop management in one place and evaluates it through **POWER BI**. This allows both the head office and managers to monitor online the status of shop tasks and the improvement/deterioration of shop over time and take immediate steps. Communication with shops has significantly improved; shops have access to their own reports now.

TRAFICON

"The new shop management system is a vital tool for us, allowing us to communicate quickly and clearly with regional managers and the shops themselves. The assignment, control and evaluation of tasks have become much more efficient and transparent. Moreover, being able to convey up-to-date information to shops in an easy-to-understand graphic form to let them know how they perform in meeting their marketing and sales goals is a great asset," says Ing. Jiří Purší, General Manager of DT-holding a.s.

MAIN BENEFITS

- A central web portal with all information on shops, tasks, repair reports and inventory checks, also accessible from a mobile device
- Instant display of checklist results in the app on the central portal
- Direct interaction with the task solver via a task notes system
- Option to add a "follow-up task" to "branch" a sub-task
- Filtering views of user tasks: calendar or spreadsheet
- Control of actual attendance and as well time in shops based on GPS location
- Monitoring of opening shops with connection to the notification system
- Automatic reports – e.g. monitoring of opening shops, decreases or increases in monitored values allowing to take immediate action with the regional manager
- Automatic inventory scheduling – it generates a schedule for inventory checks with automatic assignment of inventory workers
- Customised app settings based on the role/position of the logged-in user
- Failure recording and reporting system with immediate forwarding to the solver and connection to the notification system
- Integrated Power BI reports – real-time view of data and results: turnovers, marketing plans, margins, profit, outcomes of inventory checks, status of tasks



**CENTRAL
MANAGEMENT
AND TASKING**



**INFORMATION ABOUT
SHOPS AND STAFF
IN ONE PLACE**



**DATA IN POWER
BI ACCESSIBLE
BY SHOPS**



**TASK
SCHEDULE**

NG Retail s.r.o.

is a young company building on a 30-year tradition of supplying specialised software solutions for retail. Thanks to a team of experienced senior consultants, the company aims to bring existing and future clients user-friendly solutions that are tailor-made for their business, help accelerate its running and grow it further so that it is ready for any changes that come hand-in-hand with modern retail. Its latest product is the POS NG terminal, which is currently the most modern POS solution of its kind on the market and is capable of serving both the non-food sector (fashion, toys, sports, tobacco...) and the fast food sector.

www.ngretail.cz

TRAFICON TOBACCO RETAIL s.r.o.

is a Czech network of more than 160 modern shops selling tobacco products, newspapers and magazines and lottery services. It has been in the market for over 25 years and is part of the Czech investment company DT-holding a.s., which has a range of successful and promising companies from numerous fields in its portfolio. TRAFICON TOBACCO RETAIL operates on a franchise basis, so retailers have a fully equipped shop available and can fully profit from the size of the network, strong brand and know-how of the company.

www.traficon.cz

