

# Case Study: Swifts Supermarkets Ltd.



# Installation of VoCoVo solution to improve staff communication and enhance customer service

## Introduction

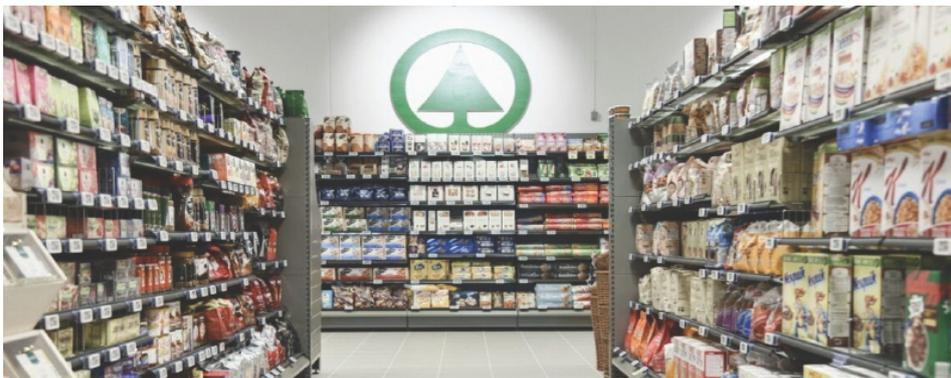
Swifts Supermarkets Ltd operates numerous Spar and Eurospar stores across Northern Ireland and employ over 50 staff members who work on several different teams. Like many other convenience stores they rely on their colleagues to communicate clearly and effectively when on the shop floor.

## The Challenge

The team used traditional two-way radios to communicate, but they experienced reliability issues and felt uncomfortable being unable to communicate discreetly. Team members were hard to locate on a large shop floor, which they felt was affecting in their normally excellent levels of customer service. As a result, they approached Critico to recommend an alternative solution.

## The Solution

After a thorough review, Critico recommended installing a VoCoVo Go system in Swift's smaller store and a VoCoVo Enterprise system in their larger Eurospar location. The VoCoVo system provided a solution to the ongoing issues of poor team communication and operational inefficiencies, which were impacting overall customer service. Additionally, an external call point was installed at the Eurospar location to keep the team alerted when deliveries arrived, ensuring smoother and more efficient handling of stock.



## Benefits

### Clear reliable audio

The VoCoVo system upgrade improved connections between colleagues and customers, with full duplex technology delivering natural-sounding voice interactions and coverage across the entire shop floor.

### Improved levels of customer service

Improved levels of customer service were observed as staff were able to communicate when on the shop floor, ask each other for assistance and respond quickly to customer queries.

### Staff acceptance

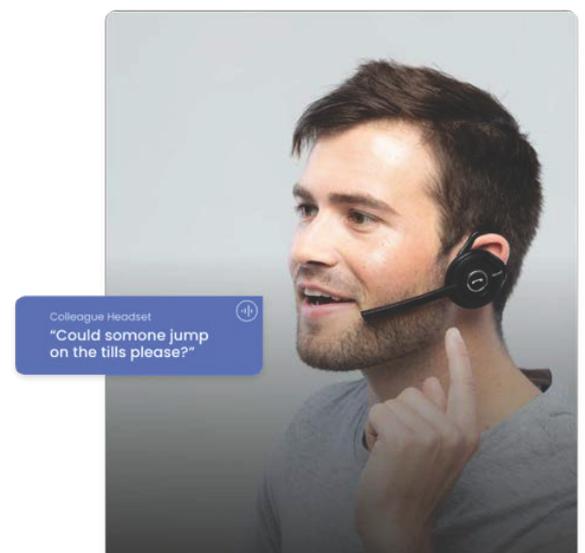
The headsets were well-accepted by staff, who found them more convenient than previous heavier traditional two-way radios being lightweight, comfortable and easy to use.

### Multiple talk groups

This scalable solution enabled several benefits including deli staff and floor staff having dedicated voice conferences which increased efficiency.

## Final Thoughts

Since implementing the VoCoVo Solution the Swifts team have overcome all their issues and concerns around customer service, keeping both their team members and loyal customers happy. Manager at Swifts Eurospar, Stephen Swift, said "This system has instantly streamlined our customer service areas. Our stores are much more efficient now and the customer experience is better. Our team don't know how we ever managed without the system."



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