Adidas POS Case Study

By Vishal (Digital & Tech leader) | Posted on April 28, 2015
Client: Adidas India
Industry: Sportswear & Retail
Product: Wondersoft eShopaid mPOS
Platform: Android & iOS
Deployment: 15+ stores, with expansion planned

BACKGROUND

Exclusive brand outlets are one of the experience zones for adidas retail consumers across various product categories and it plays a very important place in the consumer journey. Adidas wanted to improve the consumer order management & billing experience.

THE SOLUTION

Adidas Group had replaced the POS at Adidas and Reebok chains with a unified POS - Wondersoft eShopaid - a few years back. "The idea was to deploy mobile POS to engage and convert consumers from anywhere in the store instead of being tied to till (cash) register and enhance the shopping experience. We see this as an initial step in digitally empowering the sales-associates in stores" says Vishal Kapil, IT Director, Adidas India. Other than offering a robust application handling high volumes, Wondersoft team was very nimble and quick in offering solutions to unique requirements too. The technology that their solutions are built-on provides a huge advantage for our growth. Leveraging the capabilities of the mobile camera which works like a scanner, Wondersoft eShopaid mPOS (Mobile POS) scans the article and picks up its details, such as stock availability, product price, applicable discounts etc. The solution enables the entire order management, billing process enabling the salesperson with flexibility to fire the print to the nearest printer or the fixed POS. Their mobility solution is available on android and iOS phones and has a mobile device management software so it’s secure, controlled and managed.

The solution needed to:

- Reduce customer turnaround time
- Give sales associates access to product and stock information instantly
- Enable billing directly from mobile devices
- Support barcode scanning using the device camera
- Provide a consistent experience across desktop and mobile
- Maintain security and centralized device management
- Reduce dependency on multiple fixed cash counters

THE SOLUTION

Wondersoft extended the existing eShopaid POS ecosystem with a mobile POS solution that allowed Adidas sales associates to manage the complete selling journey from mobile devices. The solution transformed the salesperson’s smartphone into a mobile selling terminal.

A Mobile POS built for the modern retail floor

Scan -> Discover -> Sell -> Bill

Using the mobile camera as a scanner, associates could scan an article and instantly

access:

- Product information
- Stock availability
- Product pricing
- Applicable discounts
- Order details

The associate could then continue through the order and billing process without being tied to a fixed POS terminal.

HOW IT WORKS

01. Scan the Product -- The salesperson uses the mobile device camera to scan the product barcode.

02. Check Product Details -- The application instantly retrieves product information, pricing, availability, and applicable discounts.

03. Build the Order -- Products can be added and managed directly from the mobile device.

04. Complete Billing -- The salesperson can complete the billing process from the store floor.

05. Print Anywhere -- The bill can be sent to the nearest printer or an existing fixed POS printer.

THE SOLUTION

Mobile POS is an instant hit among the young sales associates who are highly smartphone savvy. Wondersoft eShopaid mobile POS has reduced the consumer turnaround time, hence ensuring that the retail associates have more time to engage with the consumers. This not only elevates the consumer experience, but also enhances the brand perception. It helped in maximizing selling space by reducing the need of having the multiple cash points in the high traffic stores. The current POS partner Wondersoft had offered a html5 based Store POS with a robust mobility solution too. The User interface is consistent and simple across the PC and the mobile device, making it very convenient for all the store users. It has been rolled out in 15+ stores in India and we are planning to further roll out to other stores.

BUSINESS IMPACT

Faster Customer Turnaround -- By removing unnecessary trips to fixed billing counters, associates could complete transactions faster and spend more time engaging with customers.

More Time for Customer Engagement -- Sales associates could focus on helping customers rather than being restricted to a traditional cash counter.

Better Store Experience -- The mobile-first approach created a more flexible and convenient shopping experience for both customers and store teams.

Optimized Store Space -- Reducing dependency on multiple fixed cash points helped Adidas maximize valuable selling space in high-traffic stores.

Scalable Retail Operations -- The solution was initially rolled out across 15+ stores,

with plans for further expansion, while the existing desktop POS was already deployed across 700+ locations.

THE RESULT

Adidas transformed the traditional POS experience from a fixed checkout point into a mobile selling experience. With eShopaid mPOS, store associates could engage customers, access product information, manage orders, and support billing directly from the shop floor. The result: less time at the counter, more time with customers.

KEY TAKEAWAYS

Mobile-first selling -- Give associates the tools they need wherever the customer is.

Faster checkout -- Reduce unnecessary movement between the sales floor and billing counter.

Better customer engagement -- Free sales associates to focus on customers instead of transactions.

Connected retail experience -- Maintain a consistent experience across mobile and desktop POS.

Scalable technology -- Build a solution capable of expanding across a large retail network.

TECHNOLOGY

eShopaid • Mobile POS • Android • iOS • Barcode Scanning • Order Management • Billing • Mobile Device Management

QUOTE

"The idea was to deploy mobile POS to engage and convert consumers from anywhere in the store instead of being tied to till (cash) register and enhance the shopping experience."

Vishal Kapil, IT Director, Adidas India.