

intelligent analytics



Ralphs

Implements Irisys Queue Intelligence to deliver a faster checkout experience



Ralphs

Organisation: Ralphs, Kroger Co. subsidiary
Industry Sector: Retail, grocery
Geography: United States
Service Solution: Queue Intelligence™ System

Ralphs implemented the Irisys Queue Management solution as part of an overarching corporate mission to improve service delivery by reducing wait times at the checkout.

Organisation

Ralphs is a major supermarket chain and the market leader in Southern California. Ralphs has been somewhat of a grocery pioneer, introducing selfservice markets with checkout stands, employing distinguished architects to design their stores and experimenting with new supermarket formats. In 1997, the Ralphs Grocery Company was sold to Fred Meyer, Inc., and in 1998 Fred Meyer merged with The Kroger Company of Cincinnati, Ohio.

Business issue

One rising service metric within the grocery industry is speed-of-checkout – an issue that features year after year in consumer surveys. As a result, retail technology queue control, queuing systems and queuing management systems have been very much at the forefront of initiatives to resolve this problem.

Solution

Ralphs, implemented the Irisys Queue Management solution as part of an overarching corporate mission to improve service delivery by reducing wait times at the checkout. Ralphs, like its parent Kroger, branded the system 'QueVision'. The system uses a combination of unobtrusive thermal image sensors and analytics to optimize staffing levels at the front end. Based on the number of people in the store, it determines how many cashiers should be staffed now – and predicts how many cashiers will be needed in 15 minutes and 30 minutes – to achieve a predetermined service level.

"It works very well," Ralph's spokeswoman Kendra Doyel reported. "It uses a very in-depth algorithm to determine how many people we have at a register now and how many we'll need later."



Business benefits

The deployment of Irisys Queue Management deployment has reduced wait times from an average of four minutes to less than 30 seconds across the Kroger family of stores. In addition to improving retail customer service, it has also earned Kroger major industry recognition, with its faster checkout initiative recently being ranked No. 3 among the InformationWeek Elite 100 listing of the top business technology innovators in the United States.

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InfraRed Integrated Systems Limited
Park Circle, Tithe Barn Way, Swan
Valley, Northampton, NN4 9BG
United Kingdom
T +44 (0)1604 594 200
F +44 (0)1604 594 210
E sales@irisys.co.uk
www.irisys.net

IRISYS Americas
One Glenlake, Parkway, Suite 700
Atlanta, GA 30328
USA
T +1 678 638 6248
E sales@irisys.co.uk
www.irisys.net