

## COMPANY CASE STUDY

Revolutionising retail with 2826 and VoCoVo: The Valli Forecourts success story.



### THE BIG PICTURE

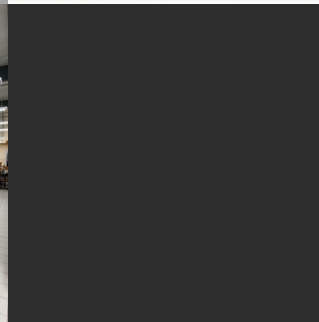
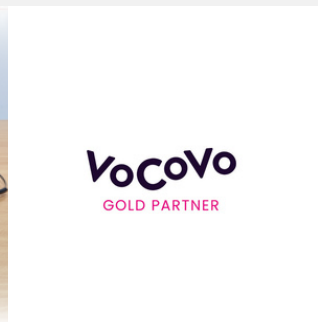
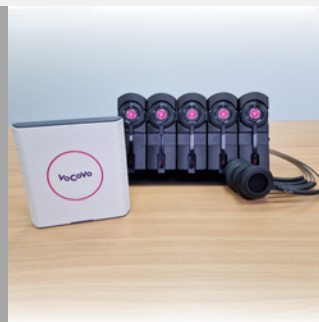
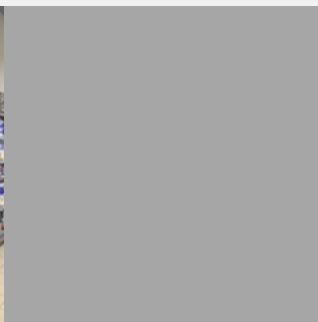
Valli Forecourts is a well-established, family owned business based in Leeds, West Yorkshire. The company originated when brothers Haroon and Farook became commission operators in 1993, taking on sites with Margram, Shell and Esso. In 2002, BP decided to sell some of their network. Valli Forecourts was established with the acquisition of four sites and then a further two within months. The rest (as they say) is history! Valli Forecourts currently operates a diversified portfolio of 16 petrol forecourts and convenience stores.

Valli Forecourts begun an ambitious investment programme in 2008. Nearly all of the 16 petrol forecourts and convenience stores have been demolished, their sites re-built to create fresh, modern, large and state-of-the-art fuel retail outlets. The modern facilities, boast up to 3,000 sq ft of space, ample parking and food-to-go options such as Subway and Costa Coffee.

### VALLI FORECOURTS'S CHALLENGES

Although Valli Forecourts had experienced a number of profitable and successful years, the business still faced common retail market challenges. First and foremost they sought a more efficient way of working. Valli colleagues faced numerous challenges around security, time management, stock replenishment and poor team communication that could lead to inefficiencies in several areas of the business.

They approached 2826 Ltd to find a solution and in-store team communication using VoCoVo's market leading retail S4 headsets was the answer.



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### AT A GLANCE

#### Challenges

- Quicker, easier colleague communication
- Security
- Time management
- Stock replenishment

#### Benefits

- Reduced wait times
- Heightened security
- Exceptional customer service
- Colleague collaboration



*“The VoCoVo headsets have brought a noticeable increase in efficiency at Valli Forecourts. With prompt support for colleagues, they improve customer service by reducing response times without causing disruptions to other tasks. Quick communication among colleagues also leads to fewer incidents of shoplifting and allows for swift solutions in difficult situations. These headsets are not only easy to set up and use, but they also look professional and, most importantly, are incredibly comfortable for long shifts. Overall, the VoCoVo headsets have had a hugely positive impact on communication, organisation, and productivity at Valli Forecourts. It's been a thoroughly positive experience for everyone involved!”*

**Yunus Valli**  
**Valli Forecourts**

### REQUIREMENTS

Valli forecourts sought a solution that would help them address security, time management and stock replenishment issues—inefficiencies which could lead to negative consequences for the business if left unaddressed. Their requirements were identified as...

- Finding a better way to enable staff members to work more flexibly and respond quickly
- The ability to drive productivity in Valli stores
- The ability to resolve issues with customers in a timely and efficient manner
- To reduce specific in-store issues - queue times, losses and complaints as typical examples.

### SOLUTIONS & OUTCOMES

VoCoVo S4 retail headsets were trialed in two stores, with a full rollout to 13 sites thereafter.

- VoCoVo “GO” 5 user systems were provided for each store
- An IP20 Base unit delivered full store coverage
- The headset system enabled fast colleague communication, multi-tasking and improved in-store visibility to reduce losses
- Colleagues immediately fed back that they felt safer and were able to communicate much more effectively with their team
- The initial trial period indicated improved colleague efficiency, saving wasted time.

The impact of the VoCoVo voice technology was felt *immediately* in store. Colleague feedback indicated they felt safer, more connected and found team communication simpler than before. With shorter wait times and better responsiveness, customers experienced a noticeable improvement in service

VoCoVo headsets have become an essential part of the sales team's uniform. The decision to implement the VoCoVo solution in all stores is an indication that Valli has achieved significant improvements in both efficiency and operations.