

VocoVo

Working with Tesco's innovative new brand

Creating an efficient, customer experience

JACK'S





The big picture

In 2019 Tesco celebrated 100 years in business.

They decided to mark the occasion with the launch of a new brand, to honour its founder – Jack Cohen. The new store, branded 'Jack's' would move into more cost-efficient space, whilst remaining part of the Tesco family. Jack's stores would sell a smaller range of products – offering the best possible value.

This provided the Tesco shopper with a budget alternative whilst maintaining quality and provided an opportunity to mark the company's centenary.

The issue

Retailers today are facing greater challenges than ever before.

Customer expectations are rising, as the market becomes more challenging and competitive on price. All retailers must look at cost, business efficiency and customer service. Tesco wisely decided to make Jack's launch a priority project.

VoCoVo was already working with Tesco and our good existing relationship meant that Tesco approached us, confident we could meet the deadline set.

Jack's stores would offer a discounted product range, giving shoppers the best possible price. As the range of products would be more limited, the use of Jack's colleagues in stores would be a different model to Tesco UK. In store, Jack's colleagues would need sophisticated communications systems to enable them to cover a wide range of roles. VoCoVo wanted to make this possible.

With this in mind, Tesco approached VoCoVo, already a trusted supplier of headsets to Tesco UK, to ensure that in-store communication in Jack's stores would deliver efficiency, smooth communication and make the launch a success.



Jacks wanted to...



Build a more flexible in-store workforce



Drive efficiencies of all colleagues



Reduce customer wait time at the checkouts



Improve overall team communication

VoCoVo provided



Headset system to enable effective colleague communication, multi-tasking and easy in-store visibility system drove business efficiency, designed for discount retail model.



'Call forward' system that enables people to open and close checkouts within a headset, quickly pressing a button on the headset, checkout turns green and triggers automated announcement over the tannoy.

In the managers words

"This system worked fantastically at our Jack's stores. The headsets and 'call forward' system helped our staff to work flexibly, respond to the needs of customers and their colleagues, and helped the launch of our new stores run smoothly. It was integral to the business model of our stores, and we'd thoroughly recommend VoCoVo for running an efficient operation."

Andy Newbould | Tesco