

SAMSUNG

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RIVER ISLAND

A stylish new
addition

River Island tells us how Samsung's ecosystem of mobile devices, security, solutions and support has helped unite colleagues, streamline processes and set new trends in customer experience.

Getting dressed to impress

River Island is a leading fashion retailer and icon of the British high street.

Since 1945, it has remained at the forefront of the industry, leading trends and delighting shoppers. Originally started as a family-run business, the company has always maintained that family feel—something that is still very much a priority today at its 300 stores. **“At River Island, you’re encouraged to be an individual, to have a voice and be part of the family,”** says Paul Cooper, Head of Technology at River Island.

While the business has continued to grow on a global scale, even the most contemporary, up-to-date organisations need to evolve. That is why River Island reached out to Samsung, Microsoft and Scandit for help revitalising its in-store mobile technology and communications.

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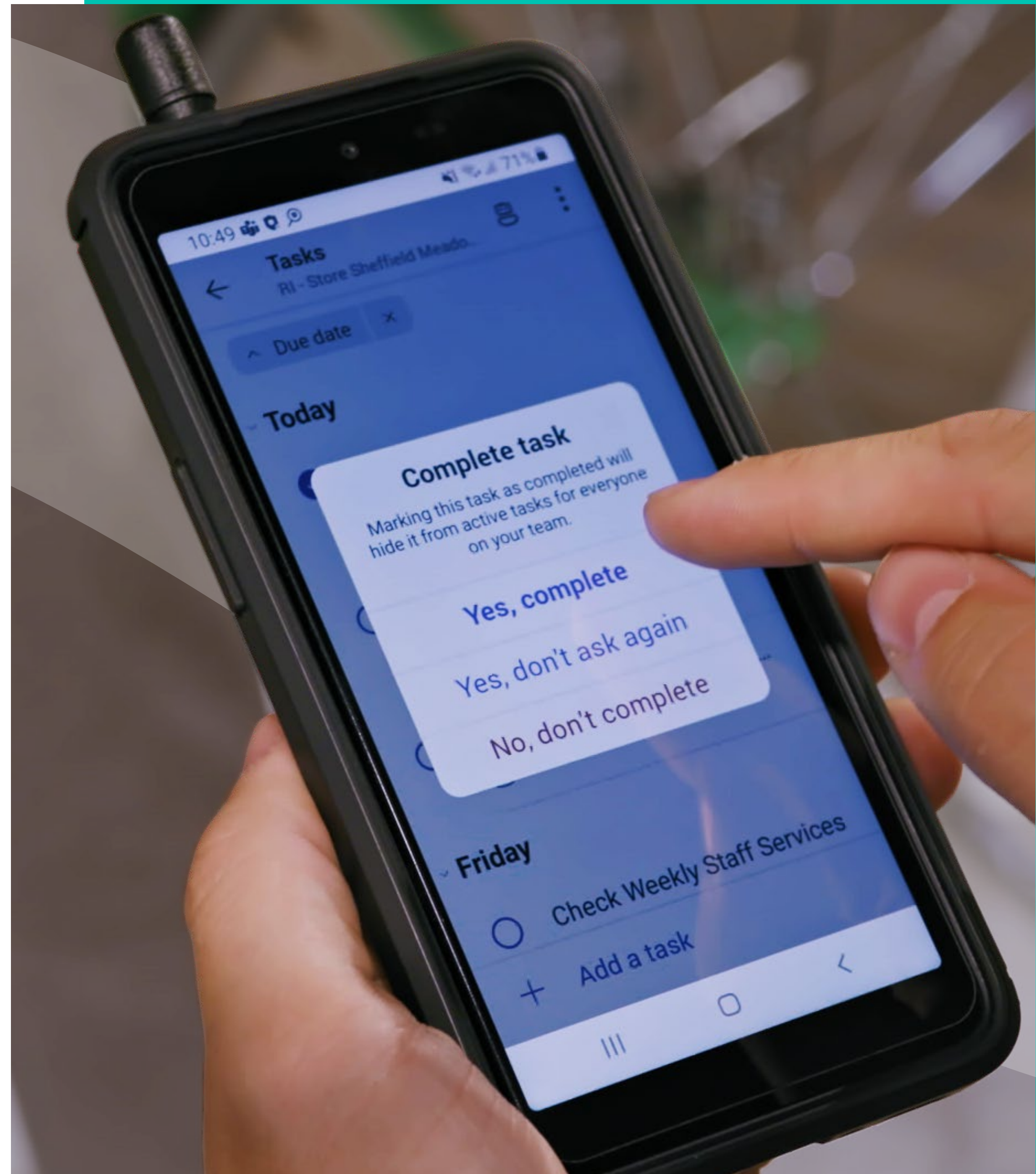
Designing change

The retail industry, like many others, is experiencing tremendous change driven by digital transformation. River Island saw the opportunity to introduce new mobile technology that would enhance efficiency and connectivity in its workforce, enabling them to provide even better experiences for customers.

Teams were already using handheld devices for various tasks on the shop floor, but they were costly

to purchase and maintain, and limited in their functionality. They were bulky and not always easy to use. Plus, devices were often shared between up to four store colleagues, which made it hard for them to communicate freely or respond quickly to customer enquiries. In short, the devices were negatively impacting the customer and store colleague experience.

It was time for a makeover.





Rolling out a new line

River Island needed a new mobile solution that helped staff do what they do best—be present on the shop floor to help customers explore new looks and ideas. That means responding effortlessly to customer needs, from checking stock availability and prices to answering customers’ questions straight away. They needed devices that let them source information quickly and communicate seamlessly with colleagues.

Samsung worked with River Island to roll out over 5,000 Samsung Galaxy XCover smartphones across its stores. It means every employee

now has access to their own personal device during each shift, with all the tools and functionality they need to carry out several key tasks.

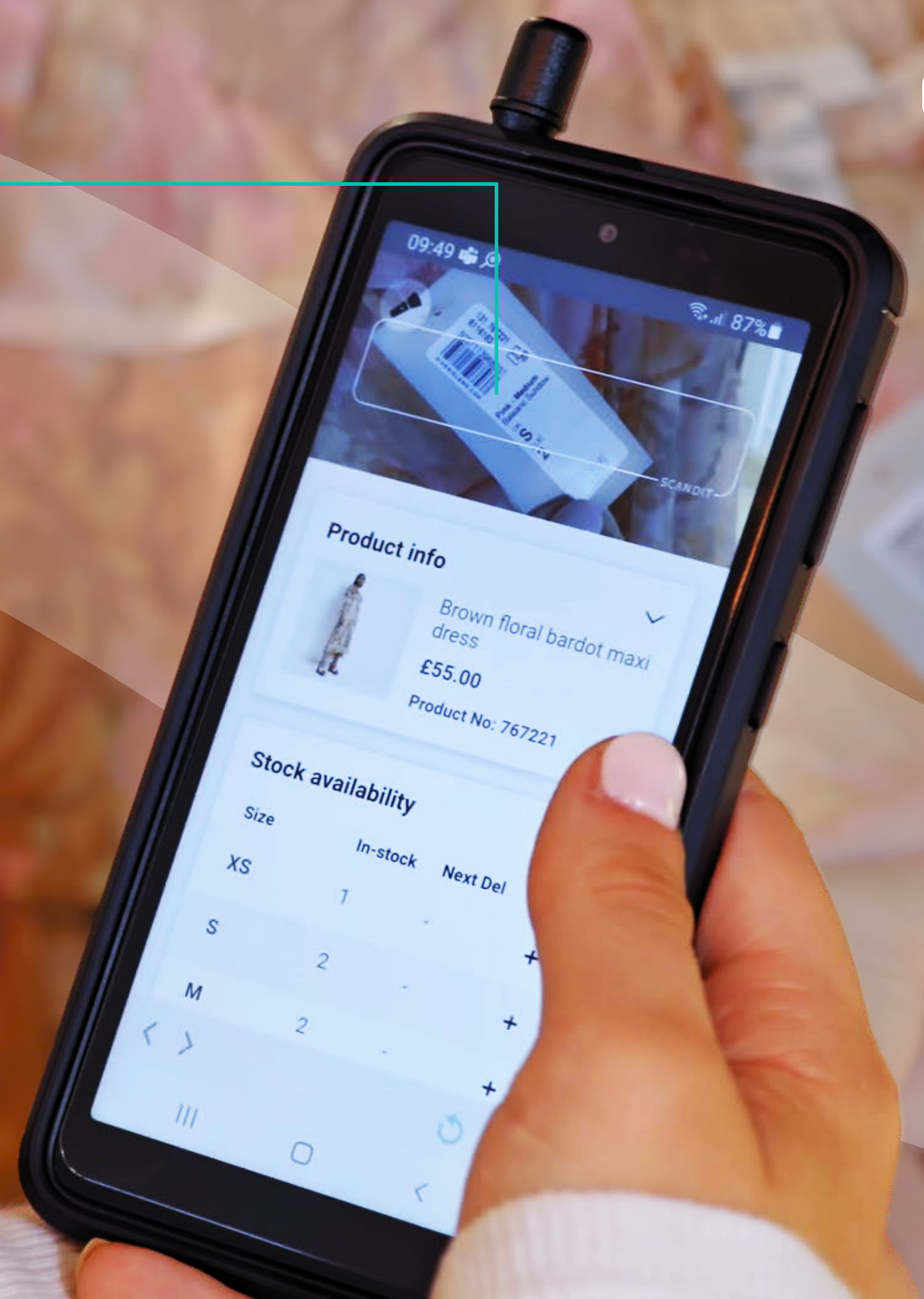
Best of all, the devices are slim and light, just like the personal mobile devices staff are used to. They are easy to carry and easy to use, with very little training required. However, they’re also tough and resilient—built to last and designed to handle all the bumps, scrapes, dust and splashes they might endure during a busy day on the shop floor or in the stock room.

A fresh new look

The new devices have already had a huge impact, helping staff provide faster, improved levels of customer service.

The XCover devices feature Scandit's smart data barcode scanning—so staff can scan a barcode (from an angle or at a distance) to find out pricing information instantly. **“Previously, we had to enter a password and wait for the device to scan the barcode, which was slow, while the customer waited,”** says Kerrie Toll, Store Leader at River Island Kings Lynn. **“Now, I can literally tap the side of the Samsung smartphone and use the app to instantly scan the product. The difference is massive.”**

Staff can also scan to check if there are other sizes available in the stock room. And they can recommend other products from the same range, or items which complement the garment. Scandit also comes in handy for checking levels in the stockroom, where staff can read multiple barcodes with a single scan.



The talk of the town

One key area where the new devices have really helped is communication. Using the XCover's push-to-talk (PTT) functionality, integrated with the Walkie-Talkie app on Microsoft Teams, frontline staff can now get in touch with one another more quickly than ever. With the press of a single button, employees can easily talk to colleagues in the stockroom, in other stores or even in head office. Therefore, they can quickly check stock availability or track down Click & Collect orders. They can also contact another local store and reserve items for customers to collect later.

The XCover devices enable staff to work much more collaboratively.

They enhance the company's important "family" team culture, making it easier to stay in touch with each other. And with all the tools and solutions they need in the palm of their hand, colleagues can get more done, wherever they need to be. **"I love to be out on the shop floor with my team,"** says Rachel Trivino, Store Leader at River Island Milton Keynes, **"but I was often locked away in the office dealing with the daily running of the store. With Teams, I now do a lot of my work from my Samsung device on the shop floor. I have better access to customers and staff in real time."**

“Our culture prizes fluid communication across all levels of the business. We have embraced Microsoft Teams on Samsung devices to open up communication with our front-line staff and we have already seen a positive impact on customer service.”

Paul Cooper, Head of Technology
River Island

Off the rack solutions

Setting up and managing the new devices was simple thanks to Samsung Knox Suite, included as part of Enterprise Edition with the XCover devices. The IT team was able to bulk-enroll all the phones before they were sent out to stores, without the need for IMEI management and verification, saving time and eliminating user setup error. And with Knox E-FOTA, they can remotely control firmware updates to devices without users having to do anything. Plus, they can schedule updates to happen outside of store opening hours, reducing downtime.

The IT team can remotely monitor the devices' performance with Knox Asset Intelligence. They can make sure devices continue to work properly,

and battery management software ensures they maintain good battery levels. Plus, they can keep an eye on what apps are being used and troubleshoot any problems or fix them before they arise.

Samsung worked with River Island throughout the entire implementation process, helping the team to identify specific needs and getting all the devices set up. And thanks to Samsung's unique partnerships with both Microsoft and Scandit, the right people were on hand to provide all the expert support required.



Back in fashion

Investing in Samsung devices has been highly beneficial for River Island. The change in productivity has been easy to see. Frontline staff can communicate and access crucial information quickly and seamlessly with their XCover phones—without having to leave the shop floor. That means they can provide even greater customer experiences. And because colleagues feel like they've been invested in too, they feel more valued and staff retention levels have gone up. So, happier colleagues and happier customers.

With all their devices, support and solutions coming from one provider, the business has also been able to move away from more costly, specialized B2B devices. Instead, they get more affordable price points for their smartphones, which deliver a higher return on investment. Onboarding and management is simpler, and they can rest assured all their devices and data are protected by built-in Samsung Knox defence-grade security.



“The tone of visits is dramatically different. Now it’s amazing—everything is quick, the prices are correct, and we can communicate with everyone individually. Fundamentally, the quality of life for our store associates has improved.”

Paul Cooper, Head of Technology
River Island

The next big thing

Looking to the future, implementing these devices puts River Island in a great position to explore innovations, like interactive fitting rooms where staff can be notified of requests in real time. They could even use their XCover devices as a mobile point-of-sale (mPOS) to take payments direct from customers and reduce queuing times. So, as technology continues to develop, the retailer will be sure to remain on trend.

"The world's changed and the more digitally focused our experiences are, the better they are for customers."

Paul Cooper,
Head of Technology
River Island



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River Island use the following Samsung devices
Galaxy XCover

See how Samsung mobile technology
can help your business work wonders at
www.samsung.com/uk/business