

CASE STUDY

SWAROVSKI UK

Swarovski Crystal Business is the leading name in fashion and jewellery, winning the UK Jewellery Brand of the Year 2017. Recognised worldwide, the brand currently employs over 27,000 employees in approximately 170 countries.

LUXURY JEWELLERY BRAND



PRODUCT:

Opticon OPH-1005



Problem

Globally, the brand was using archaic ways to process and manage stock, including delivery, acceptance and inventory. Consequence of such working practices was stock inaccuracy and staff inefficiency.



Solution

A culture change project was proposed in 2017 which included the modernisation of the business. The objective was to obtain smart tools for the business that would be effortless to train and effective in practice. The device that seemed best fit for business requirements was the Opticon OPH-1005 batch scanner.

Implementation

The culture change project was launched which involved all stores in the UK and Ireland receiving the OPH-1005 and training. Stores now complete all stock management by scanning the items and quantities required, simply docking the scanner into the cradle and uploading the information to complete the action required; counting, shipping or receiving.



Result

The UK and IE market has progressed since the integration of scanners into stores. The productivity has significantly improved for staff allowing focus on customer service, additionally the introduction of technology has naturally reduced the need to file so much paper. The staff are now able to efficiently manage stock thereby decreasing manual errors and increasing confidence in the business.