Correcting a Failed Refresh & Install for a Major Global Retailer Results in Long-Term Partnerships

Business Need

A major international retail chain headquartered in the United Kingdom was executing a hardware refresh for its massive worldwide store rollout – Europe, Asia, and North America. The North American side of the effort quickly became plagued with problems.

Because the brand recognition of the chain's POS service provider was higher in Europe and Asia than in North America, the North American service technicians were not familiar with its requirements. This unfamiliarity caused the North American rollout to experience numerous install, upgrade, and related service issues, weakening processes and triggering a rapid deterioration in service and installs. Although the customer desired one point of contact globally, the North American problems were so uniquely acute, the retail customer requested that TSI replace the European POS provider, to become the provider of choice and its one point of contact for all 110 North American stores (US and Canada).

Challenge

While TSI already had an advance exchange contract in place with the retail chain for POS hardware and back-end servers, we did not yet have service relationships established within Canada.

Moreover, delayed store openings, loss of revenues, and excessive customer and vendor frustration levels were among the challenges TSI needed to rapidly minimize.

Solution

First, TSI holistically analyzed past and recent failures of the POS company's North American processes. We then developed a solution to correct both the initial and current problems. Subsequently, we conducted a pilot to get the refresh and install back on track and deployed project managers (immediately upon contract award) to pilot installations. These crucial steps proved to ensure a swift and successful turnaround.

TSI employed a hands-on approach by visiting each store throughout North America to collect data and understand, first-hand, what issues needed addressing. We then developed a customized installation manual, fielding questions, and supporting each field tech 24/7 (this was prior to our 24/7 Service Desk capabilities). This blueprint helped offload the burden from the retailer.

Additionally, we provided:

- Equipment warehousing and asset management
- Online inventory management and reporting
- Hardware assembly and burn-in testing
- System image duplication and application load
- Site-specific customization for which we preconfigured all applications, in an effort to save time inputting basic software configurations
- Shipping and handling logistics and follow-through

Services and Deployment

TSI provided systems de-installation and packaging to remove the legacy hardware. We then installed the new systems and provided site images and installation, complete with documentation, which included before and after photos.

Post-Installation Support and Maintenance

We custom-developed a real-time customer portal incident management system, allowing the customer to view inventory, create tickets, view notes, and modify tickets in real time, 24/7. Today, TSI continues to support this relationship with:

- Wireless security infrastructure
- iPad installs
- New store openings and store closings
- Depot maintenance
- Advanced exchange programs
- On-site service resources
- Warranty administration and enhancement services
- Ongoing asset management and equipment warehousing
- 24/7 phone support
- Certified disposal/retirement programs

Results

International Retail Chain

- TSI was able to solve both hardware and installation problems that encompassed the US and Canadian markets, and swiftly recover the struggling refresh and installation.
- We provided superior installation processes that operated smoothly, were on time, well within budget, and highly successful.
- We redirected the chain away from a struggling endeavor toward a robust solution, which we continue to oversee, instruct, and manage today.
- The automated real-time customer portal incident management system continues to be highly successful for the customer as well as for TSI in monitoring impending customer needs.
- We continue to maintain an advance exchange contract for POS hardware and back-end servers with the international retail customer, in addition to managing all North American store openings and closings.

European POS Company

- As a result of the successful rollout and our continued support of the hardware platform, the European POS company asked TSI to partner with them by managing their North American accounts.
- The company relinquished their entire roster of North American service accounts to TSI. To date – many years later – TSI is proud to continue this highly symbiotic partnership.