

Seamless Multi-Country Hardware Transition through One Point of Contact with Trilingual Support

Business Need

An international retail chain in the Cosmetic and Beauty Industry wanted to change service providers because they were dissatisfied with their SLA. The geographical scope of this effort spanned the entire continent of North America – Canada, the United States, and Mexico. The logistical scope encompassed all 372 North American stores (approximately 750 lanes) and required simultaneous, yet seamless, hardware exchange and installation, warehousing, staging, tri-lingual support across all three countries, and one of contact in the United States.

Challenge

The customer had acquired five differently branded retail chains, increasing its US stores by 560. Because each chain utilized its own unique POS software and hardware systems, each disparate system had to be reconfigured in accordance with the customer's branded software and hardware package. Deploying and servicing 560 US locations within the client's three-year timeline required textbook operational logistics.

Solution

Well before the rollout began, TSI reached out to industry contemporaries to develop French- and Spanish-speaking Canadian and Mexican offices to provide support, warehousing, and advance exchange resources. While that effort was underway, we began configuring a customer-specific packaging system to streamline the install and assembly process for each of their approximately 750 lanes. This custom packaging was ultimately utilized for both new and legacy equipment for additional time and cost savings to the customer.

At TSI headquarters we assembled new hardware and provided staging and turn-key installation for all operations. This included burn-in testing, system imaging, application loading, site-

specific customization, and QA-testing. Throughout the process, TSI warehoused and managed all new and legacy equipment and provided online inventory/asset management and reporting.

We deployed project managers to Canada, Mexico, and the United States (each of whom spoke the requisite language) to oversee the pilot installation process. Additionally, we developed the installation documentation, coordinated system de-installation and packaging, performed new installation, documented the event using site imaging (before and after photos), performed QA testing, and completed all documentation in accordance with each country's regulatory guidelines.

Results

- Operated as the single point of contact through an ERP system (which TSI oversees) for all service and support of the 372 stores throughout Canada, Mexico, and the United States.
- Saved customer thousands of man-hours and significant costs by building a multi-use customized packaging system for both new and legacy hardware, thereby streamlining the install and assembly process.
- Provided customer seamless and transparent, on-site turn-key service for hardware installs and software staging process, by executing it at TSI headquarters.
- Delivered (and continue to deliver) 20/7 multi-lingual Levels 1 and 2 support, along with a strict SLA advance exchange ("spare in the air") warranty program.
- Saved stores and corporate headquarters extensive man hours, time, and inconvenience by proactively arranging resources for next-day pick-ups of legacy equipment, as space within stores was very limited.
- Provided store personnel the added flexibility and convenience of logging service tickets by email, phone, or through a client portal.
- Saved customer tariff and duty costs and streamlined equipment accessibility by setting up warehouses within Canada, the United States, and Mexico for hardware deliveries. This multi-country warehousing helped eliminate delayed deliveries and provide extensive cost savings, while maintaining inventory asset management through TSI's ERP system.