

Case Study

Bic Camera Inc: Bic Camera is a leading consumer electronics retailer chain in Japan with over 40 store locations.

Transforming the shopping experience with the OneKEY ecosystem.

“The OneKEY ecosystem delivered amazing results, more than expected. We’ve had almost zero false alarms, reduced customer wait time, and it allows store associates to focus on serving customers for a better shopping experience”

— Katsuyoshi Ishikawa, Managing Director, Bic Camera Inc.



SITUATION

Bic Camera’s incumbent security and display solution was hindering an optimal in-store customer experience. It required a lengthy set up each morning, which proved to be an inefficient use of associate time. Once re-merchandising was complete and

stores opened, there were frequent false alarms. The stores were also using mechanical locks, which meant associates needed to hunt down keys for each sale, resulting in long wait times for customers. Associates could not effectively provide the level



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IMPROVED PROTECTION

82% Reduction in false alarms



IMPROVED PRODUCTIVITY

85% Reduction in non-value add activities



IMPROVED EXPERIENCE

1,370 Hours of customer wait time saved

OneKEY™ ecosystem



of customer service expected of today's shoppers.

Bic Camera needed a turn-key in-store solution to address all of their security, display and customer service challenges.

INVUE SOLUTION

Bic Camera chose InVue's OneKEY ecosystem. The decision was based on the high quality reputation of the ecosystem, ease of use and design.

Bic Camera issued 150 OneKEY's to empower employees with single key access, eliminating the need for associates to hunt down keys upon a sale.

In addition, the store leveraged InVue's One55 and One65 display stands, Access Manager software, S2865 and Zips solutions to maximize use of the OneKEY ecosystem. Bic Camera understood the importance of leveraging the robust solution that the OneKEY ecosystem provides – it was much more than replacing keys, but rather upgrading their entire display and security platform.

RESULTS

Since implementing the OneKEY ecosystem, Bic Camera's rate of false alarms has reduced by over 80%. Store associate time spent on non-value added activities, such as looking for keys and handling false alarms, was lowered by 85%.

Associates now have time to focus on servicing customers and performing more valuable responsibilities.

In addition, it's projected that the OneKEY ecosystem **will save over 1,370 hours of customer wait time.**

The entire shopping experience at Bic Camera has been completely transformed for both the customer and associate, which has led to increased sales and profits.