

Super charging teams with ASDA

connecting teams in all Asda superstores across the UK



Headset



Keypads

The Big Picture

Asda's roots can be traced back to the 1920s originating as a family butchers, which then took shape as the breakaway venture of the Asquith sons, Peter and Fred in 1949. Asda was then founded in the 1960s in Yorkshire and is now one of Britain's leading retailers. Dedicated colleagues serve customers from their network of stores and online services, including supercentres, superstores, supermarkets, Living stores, petrol filling stations and depots across the UK. Asda now stand as one of the most recognisable brands in UK food retail.

As part of broader plans for a tech overhaul in a number of its stores, Asda approached VoCoVo with an appetite for innovations capable of generating efficiencies at scale that would enhance colleagues' 'way of walking' to impact multiple operational functions at once, while also empowering customers to decide on potential purchases across vast product ranges and floor spaces.



ASDA's goals



Streamline query-handling



Faster, friction-free customer service processes



Improve interdepartmental workflows



Decrease missed call

What did VoCoVo do for ASDA ?



Installed Headsets in order to connect staff across the entire shop floor. Allowing staff to save time and redistribute their efforts in delivering great customer service.



Keypads have been installed at checkout to allow staff on the tills the power to connect and request assistance from colleagues, whether it be a price check or direct call to the manager. Preventing any delays in the check out lanes.



In the manager's words

"Asda's key focus and primary driver when deciding on a team communication solution was how the system could assist our colleagues in being completely customer fixated. Being a customer service driven retail store, we decided to incorporate various communication devices to improve the overall in-store experience. Each checkout now has a VoCoVo KeyPad installed which links up to the colleagues headsets, allowing for 2 way communication between checkout colleagues and service hosts, thus being able to assist customers in-store quickly and efficiently. With the inclusion of telephone integration, our colleagues can now take internal and external calls via the headsets, negating the need for separate handheld phones."

Steve Edwards – Senior Manager | Central Retail Operations

VoCoVo completed a 'Proof of Concept' trail in 3 of Asda's UK stores, then extended to 20. The concept was to look into replacing old handsets and giving colleagues the ability to have 2 way communications between the teams and reduce miss telephone calls.

VoCoVo installed a system controller in each store to be integrated with Asda's current telephone provider. This gave the colleagues the ability to connect their handsets and handsets for 'on-the-go' call answering and transferring, while creating separate

audio channels through which different communication workflows could operate to keep things separate and relevant.

VoCoVo rolled out our full system to all 375 stores in the UK and our headsets replaced the current telephones, carried by Service Hosts, to improve communication at the front end and support the recently introduced 'Way Of Walking' for Service Hosts.



Connect with us to find out more

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