



coop@home
The app that puts
the supermarket in
your pocket.



The Client

Coop@home is the second-largest online supermarket in Switzerland and is part of the Coop retail group. Coop is the second-largest retail group in Switzerland with 1,800 stores and lives up to its commitment, "We are close to our customers" through its online format coop@home. Coop@home has experienced an annual growth in double-digits since its launch in 2001. Every day up to 2000 customers order from the 13,000 products available. Coop@home offers home delivery as well as pick-up at drive-through-stations. The reason for its success is the excellent service: same day delivery with a one-hour accuracy within Swiss agglomerations.



Starting Point

**Reinvent the mobile shopping experience
for coop@home customers**

Coop@home has always searched for new and innovative IT solutions to create an exciting shopping experience for customers. In 2009, when mobile commerce was still in its infancy, coop@home decided to invest time and resources in the evolving mobile commerce landscape with the development of a mobile shopping app to provide a more engaging channel for their online supermarket. They wanted to give customers the ability to shop from their mobile devices long before it was the norm.



Vision

**Develop a simple and intuitive
self-scanning mobile app**

What if you could shop at your local supermarket not only from your computer but from anywhere with your mobile device, and have your groceries delivered right to your door? Better yet, what if you could just point your smartphone toward any item and magically add it to your shopping cart? What if you could take care of your daily grocery shopping while waiting for your train?

Striving to address these questions, coop@home wanted to create a revolutionary mobile retail experience that would allow customers to purchase goods from their

www.coop@home.ch

Industry: Retail

Use Case: Mobile Shopping



Philippe Huwyler
Head of coop@home

“ Through the use of the Scandit Barcode Scanner, our mobile shoppers are empowered to capture orders more efficiently, while coop@home drives revenue and delivers a great overall user experience to its customers. ”

Want to learn more about how Scandit can help you develop a mobile shopping solution?

Contact one of our team members today at
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smartphones in a variety of innovative ways, including the use of virtual shopping walls placed in locations such as train stations in Switzerland, where passers by could simply scan a product and complete a purchase on the fly. Purchases would then be shipped directly to their door, delivering a seamless shopping experience from home, when commuting to work or even in the store.



Solution

An easy-to-use mobile shopping app with a high performance barcode scanner

To bring the coop@home vision to life, it was imperative that customers be able to point smartphones at products and purchase items instantly for home delivery, whether in a train station, on the go or at home. When developing the mobile shopping app, coop@home realized they would need a barcode scanner to complete the seamless point and purchase transaction they envisioned. The application had to be easy for shoppers to use and capable of scanning items in challenging environments and lighting scenarios with speed and accuracy. If the app was to be successful then it must be able to scan barcodes on any package, across multiple surfaces and all the while compensate for new users seeking a seamless shopping experience free of difficulty.

Coop@home decided to integrate Scandit's Barcode Scanner SDK into the coop@home mobile shopping app, because it provided the simplicity and performance necessary to make their app successful and easy to use—even for novice users. Coop@home discovered that while there were different options available, only Scandit was able to provide the performance needed to scan from any angle and on any surface, despite poor lighting or glare, while maintaining the speed and accuracy they desired.



The Results

Reinvention of the retail shopping experience

The coop@home app has been an astounding success since its launch in 2010. The Scandit-powered mobile shopping app for iOS and Android has gone from generating less than 5% of coop@home's annual turnover of 77 million CHF (Swiss Francs) in 2011 to 20%, or over 114 million CHF in 2014. Today, coop@home's mobile shopping walls are located across Switzerland and in many prime locations such as the Zurich Main Station and Google's European HQ, and provide a new window-shopping concept to all coop@home customers. Coop@home customers are now able to utilize the app on more devices, with a higher success rate and in less time than the competition. Over 25% of coop@home customers place shopping orders using mobile devices. They are successfully able to scan barcodes, retrieve product data, and purchase products delivered to their door without ever stepping foot into a store.

From vision to results, coop@home provides a unique and exciting shopping experience for all its mobile customers while dramatically contributing to the Coop Group success.

About Scandit

Scandit delivers high performance mobile solutions for smartphones, tablets and wearables, designed to transform consumer engagement and operational efficiency for today's forward-looking enterprises. Scandit solutions are built on its patented software-based barcode scanner and are used in a variety of industries including retail, manufacturing and logistics.

With nearly 20,000 licensees in more than 100 countries, Scandit processes more than 200 million scans per year and develops enterprise-grade solutions for many of the world's most prestigious brands. Founded in 2009 by a group of researchers from MIT, ETH Zurich and IBM Research, today Scandit and its network of global integration and technology partners are pushing the boundaries of mobile AIDC (automatic identification and data capture), delivering groundbreaking identification and data capture applications to customers.



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