



FASTER, SAFER SHOPPING IN FIVE WEEKS

BTM Global implements Xstore in 5 weeks to help retailer meet COVID guidelines during busy holiday season.

A national retailer that offers fine food both online and in hundreds of small retail shops across the U.S. was facing a 2020 holiday season after months of COVID-19 uncertainty. The retailer wanted to welcome customers back to the stores with new technologies and payment options that protected their safety, met COVID-19 capacity guidelines, and made check-out as efficient as possible.

BTM Global led the implementation of Oracle Retail Xstore Point-of-Service to meet these needs. Xstore empowers retailers to carry out daily work seamlessly and across channels, all while giving consumers more flexibility and mobility for a truly converged commerce experience.

The project was completed in an exceptionally fast five-week timeline.

Choosing BTM Global

Based on the success of past partnerships, including the implementation of an order online/pick-up in store project, the retailer again chose BTM Global to deliver.

“The request for the Xstore implementation came from the client’s executive team, but the CIO didn’t know if the implementation timeline was possible,” said Kimberly Berneck, senior vice president of delivery management at BTM. “We assured him that with a focused scope and our Xstore expertise, it was possible.”

QUICK FACTS

- Oracle Retail Xstore implementation
- Five-week timeline
- Several third-party payment vendor integrations
- Met COVID-19 store capacity guidelines



Project Results

Working with payment vendors that included Chase, Verifone, Givex and Zebra, BTM ensured Xstore seamlessly captured credit, debit and gift card payments for in-store transactions. Deployed just before the holidays, Xstore helped the retailer capture holiday sales despite small stores with limited customer capacity.

To maintain social distancing requirements while speeding up check-out times, the retailer's associates used mobile tablets and offered customers email receipts rather than paper. Customers could queue up outside the store to meet in-store guidelines while quickly being helped and checked out.

These checkout options and line-busting capabilities enabled more efficient customer service while meeting COVID-19 capacity and safety guidelines. It was a win-win for customers and employees because it reduced customer wait times while protecting everyone's health during one of the busiest times of the year.

"The speed of this project is a testament to the great partnership between the client team and BTM's teams in the U.S. and Vietnam that kept this project moving around the clock," said Tom Schoen, CEO of BTM Global.

Find out more at btmglobal.com
Contact us at 612-238-8800

