

T&T Supermarket

RP Series – POS Cart

Customer Profile

T&T Supermarket is a British Columbia based chain of Asian speciality supermarkets which has recently expanded into Alberta and Ontario. The stores offer an in-house bakery, Sushi bar, Chinese BBQ counter and a variety of other Asian specialities. Product freshness and customer satisfaction are the two anchor-stones of the supermarket chain.



The Challenge – Maintain the consistency of service during peak times

Like other major retailers, T & T Supermarket understands that happy customers are customers who are not kept waiting. With plans for expansion and customer satisfaction in mind the company examined a variety of options. It quickly became apparent how the PowerCart RP4000 could fit the plan; the battery-equipped carts could meet the company's priority to improve efficiency at the check out lane and maintain valuable retail space.

The Solution

Integrating the PowerCart battery equipped mobile check out in day to day operations made immediate sense to Ontario Business Manager Daniel Lin. The PowerCart RP 4000, designed to support any point of sale system, became part of the business expansion plan when T & T Supermarket prepared to open its second Toronto location. Lin understood he could have more check out lanes when sales volume demanded, and equally beneficial, he could free up floor space when the demand was less. With a roll of a cart, staff could increase the overall speed of service. The decision to add a lane took only minutes to implement.

Presently T & T Supermarket use seven carts between their two Toronto locations. They move them between stores to make the most of peak periods. The versatile wireless checkouts are used in the busy food court, the parking lot for special promotions, and, as extra checkouts alongside the fixed point of sale check out lanes. When the store closes, the batteries are recharged and ready to go for the next business day.

The Results

The advantage of the PowerCarts is reflected in the sales. "During peak times we can increase our business by 50%. We could not reach those sales with only fixed store checkouts." Lin stated.

The Conclusion

T & T Supermarket credits much of their current success to the mobile cart. " We treat PowerCart like our secret weapon in the marketplace. The carts are a big help. They reduce customer-waiting time. To add one or two checkouts is no longer a big deal." Lin said.

