Elkjøp: A Digital Transformation in Printing

Printix, chosen by major consumer electronics retailer, Elkjøp as part of the digital transformation goals of the company

Success Story

Executive Summary

Elkjøp is a renowned retailer with a buoyant business operating across hundreds of stores. Printing is a key part of the operations of the business and plays a role in Elkjøp's commitment to offering an exceptional customer experience. Elkjøp had several challenges for a cloud-based print management solution, including the ability to allow retail assistants to print receipts, from mobile and Kiosk devices, on behalf of customers.

Elkjøp, like many other businesses that operate across a distributed shop model, has operational challenges. This extends to print management and accessibility.

Printing has, to date, been handled in individual stores by Elkjøp staff. Remote access to maintenance often-required non-IT employees to manage printers and handle maintenance.

The result was high operational costs and reliance on individual shops to perform printer maintenance resulting in poor efficiency.

Printix stepped in with a highly flexible print management solution that perfectly fitted a distributed operational model.

In using the Printix print management solution, Elkjøp is digitally transforming the entire print experience across the company.

About Elkjøp

Elkjøp, better known as Elgiganten or Gigantti outside Norway, is the largest consumer electronics retailer in the Nordic countries.

The company employs around 11,000 in over 450 stores across the Nordic region. Elkjøp was founded in 1962 and it was purchased in 1999, by Dixons Carphone.

> "support from Printix is first class and communications fantastic, we appreciate the flexibility to accommodate our needs"
>
> Mats Weckhorst, Subject Matter Expert
> – End User Computing, Elkjøp Nordic AS

Mobile Print Management

Elkjøp is a forward-thinking organization. The company is undergoing significant changes, to create a phenomenal customer experience. One of the pieces of the Elkjøp digital transformation puzzle is the roll-out of hand-held android devices for retail assistant use. This is a new concept in Elkjøp shops, allowing retail staff to use mobile devices when helping customers. Elkjøp wanted to extend the functionality of the devices to allow for 'Print-on-the-Go'. This feature allows the likes of customer receipts to be printed off at source, to make the customer purchase experience seamless.

Printix provided the ability to easily print from a mobile device on the retail shop floor, as required. This provided enhanced flexibility in handling customers, improving the overall customer experience.

> "delivery of the receipt to the customer directly makes the customer journey and overall experience, seamless"

Easy Print Management

Easy management of printing was a key requirement in the project. Print used to be controlled centrally. Decentralization of print control, delegating responsibility to head office users, was important to allow easier management. Printix was able to supply this as the 'Site Manager' feature is a core part of the solution, providing control of printing on a per role-basis.

Printix also supports easy deployment across an extended workplace. Installation templates can be used to deploy efficiently across all stores using a modern IT infrastructure to accelerate installation and updates. In offering easy installation and maintenance, Printix provides important features for any business going through a digital transformation project.

Another key requirement from Elkjøp was to be able to implement a Print solution that did not require a local Active Directory, Printix solved this with fully supported integrations towards Azure Active Directory.

> "we needed a localized approach to print management to reflect our decentralized approach to printing."

Kiosk-Mode and Anonymous Printing

A digital Kiosk approach is used in retail and other industries to increase efficiency, reduce costs, and focus computer use on key applications; Kiosks support single-computer to multiple-user use cases.

Kiosks are computers that may not be on the corporate domain and are often decentralized. Adding Kiosk support to the Printix solution has meant that Elkjøp employees can use the Printix client on any shared computer.

The Printix feature also facilitates anonymous printing; employees do not need to log-in to create a print job.

Digitally transformed businesses are increasingly extending channel support, to include mobile and Kiosk-type devices. Printix saw Kiosk-mode as a useful addition to the core functions of the solution. Printix offers omnichannel support to allow printing from laptops, mobile devices, and now digital Kiosks.

Flexibility in Feature Fit

Printix is a mature product, in production across multiple international clients. Printix, however, understands that customer feedback can add benefits to even mature products. Elkjøp requested that Printix add a feature to support Kiosk-mode. Printix saw that this feature could benefit many organizations, not just Elkjøp. The Kiosk-mode feature was duly added to the Printix roadmap for delivery as part of the project.

Printix endeavors to work collaboratively with our customers to ensure we provide the best print management solution for every scenario.

> "Printix's flexibility in a situation where special needs exist was important in Elkjøp's project"

Are you evaluating cloud print management software?

If you would like to talk to a member of the Printix team about your own Cloud print management needs, contact us below:

Email sales@printix.net or visit printix.net