

Bricomarché is a 1200m2 DIY shop located in Brzeg Dolny, Lower Silesia. It is part of The Musketeer Group franchise and offers a wide range of products for home and garden. We have been working together since June 2020. The shop employs 24 staff members, who are equipped with our cWATCH solution.

## From walkie-talkies to effective communication

When we met Patryk Górnicki, the owner of Bricomarché, the employees of his shop communicated using walkie-talkies. After a thorough analysis of the workflow in the shop, we noticed that this tool was not effective. First of all, this type of communication introduced information noise in the shop - messages could be heard everywhere. The walkie-talkie also lacks the ability to easily send a message to a specific person. It has to be called in advance on the main channel, which is cumbersome for the whole team. With a cWATCH device, you simply select the person from a list. In addition, when shelving goods, a walkie-talkie clipped to the belt gets in the way, and an unfastened one is easily lost or damaged (which happens quite often, especially in DIY shops).

Despite having a dedicated communication device, employees were not able to exchange information easily. They

spent a lot of time looking for each other, as a consequence being less accessible to customers. Bricomarché is a builders' merchandise shop, so often a customer will not purchase goods without first consulting a specialist. Each of these factors ultimately translated into a reduction in the value of the shopping basket.

We met with the shop owner and presented our findings to him. We proposed that the shop's employees test our cWATCH solution for one month - for free and without any obligation.

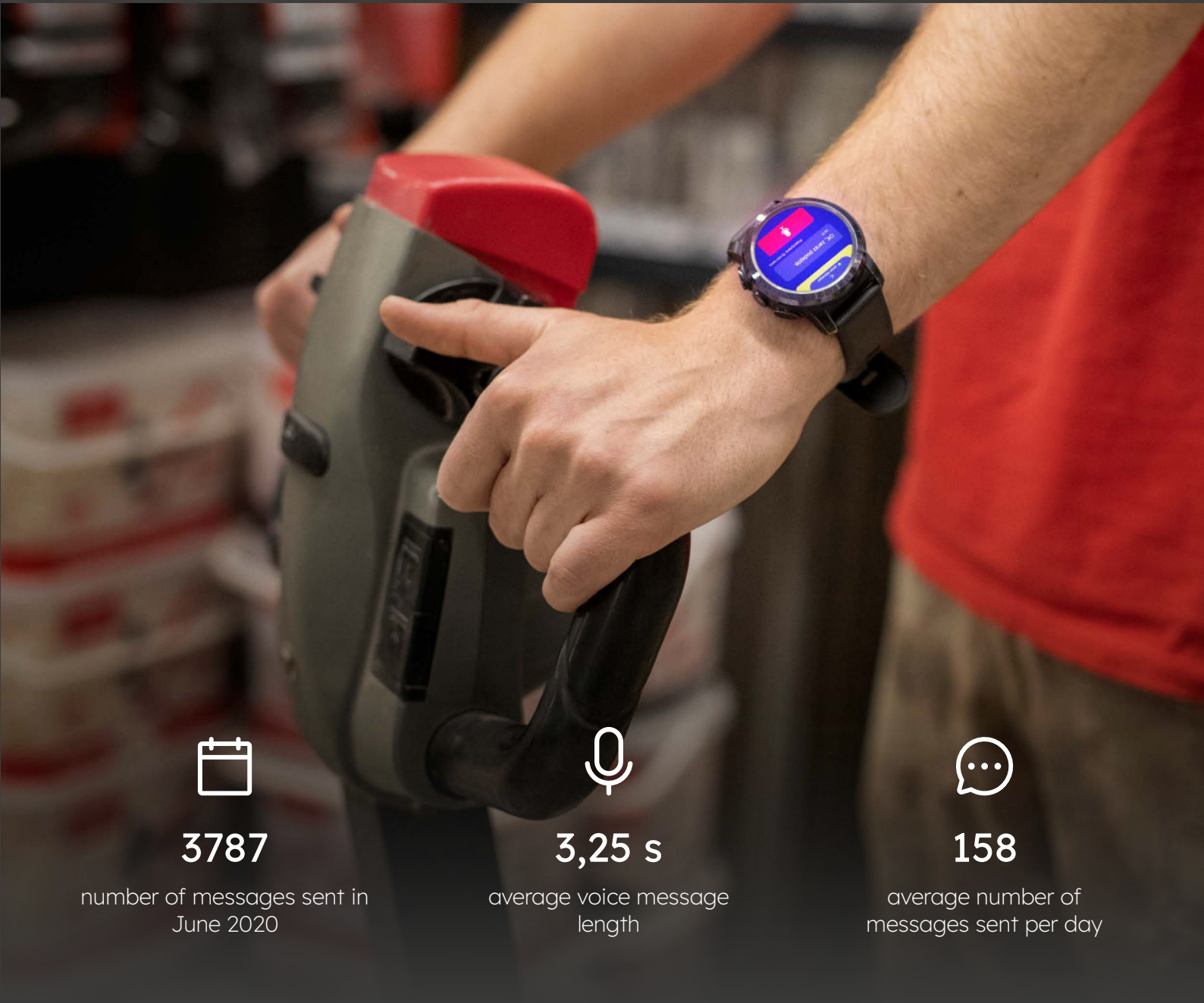
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*I'm always open to technological innovations. The additional capabilities of cWATCH, such as sending messages to specific people or usage reports, made me curious. The test did not burden me either time-wise or financially. It was a good decision to test a new tool.*

Patryk Górnicki  
owner of Bricomarché Brzeg Dolny



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3787

number of messages sent in June 2020



3,25 s

average voice message length



158

average number of messages sent per day

## Implementation

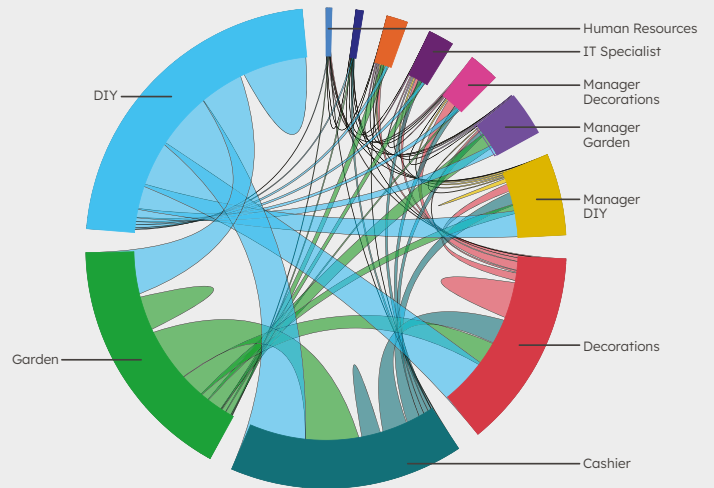
Our representative showed up at the shop with cWATCH devices and a rack of chargers. With a total of 24 employees working in the shop, there were 15 employees working per shift simultaneously. We therefore introduced 16 devices so that everyone could communicate effectively with each other. cWATCH connects automatically to the 4G network, so it has constant internet access and does not need to be configured in any way. We have placed a shelf with chargers in the staff room so that each employee has access to them as soon as they arrive at work. In addition, we have provided managers with a customer panel. cDASHBOARD is a portal accessed via web browser, which gives possibility to manage the devices, check their status and analyze the reports. All we needed was a list of names from manager to create a unique account for each one of the staff member. Our representative

trained the shop staff in all the functionalities of cWATCH, and also analysed their special needs and suggested how specific departments could organise themselves based on their previous experiences. The whole cWATCH solution is very simple and intuitive, so the training only lasted a few hours. Employees were very enthusiastic about the new devices and started using them straight away.

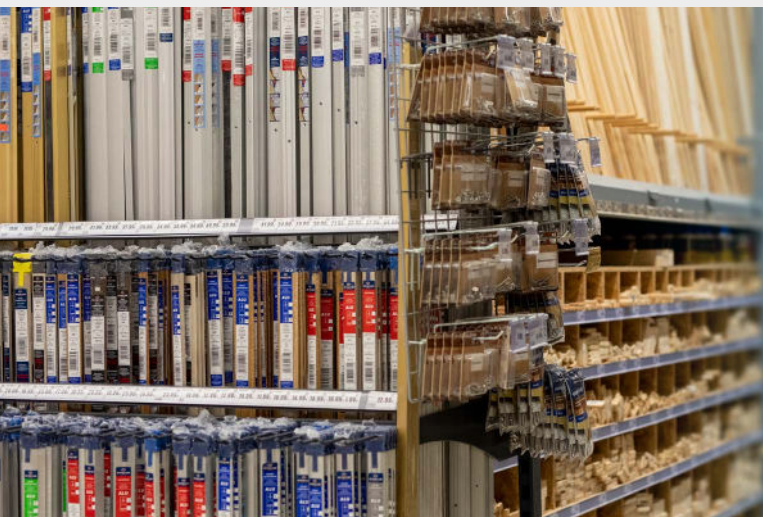
**During the test month, we monitored with the team whether Bricomarche staff were actually using the cWATCH devices. Our Customer Success Manager was in constant contact with the shop to make sure everything was working and to provide assistance if there were any doubts. The walkie-talkies were put away in a cupboard for the duration of the pilot - and have remained there ever since.**

After a trial month, Patryk Górnicki decided to continue our collaboration. What surprised him the most was the fact that even administration staff use cWATCH on a daily basis to communicate with other employees.

On the diagram to the right you can check the communication flow in the store. As you can see, every employee finds their own use for cWATCH - not only employees on the shop floor, but also HR and IT staff. Each group communicates with each other using our solution.



Message flow between departments in the Bricomarché store



## Guarantee for any damage

In the Wearables as a Service model, we replace every defective device - the average replacement time from the moment of reporting is 1.5 days. Any defect or concern can be reported via our dedicated Support department, available to our partners.

## Customer assistance at your fingertips

In the meantime, we have introduced cBUTTON paging buttons, which we have also implemented in Bricomarche. The buttons are directly connected to the cWATCH with the cWATCH devices. When a button is pressed on the tablet, an alert is sent to a selected group of employees. When an employee accepts the alert on the watch, feedback is shown on the cBUTTON tablet. The buttons are deployed in strategic locations: next to gardening supplies, building materials or at the saw stand, where a customer can ask for wood to be cut. They are used an estimated 20 times a day, and the customer has to wait around 10 seconds for an employee to respond.





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*The response to the watches was amazing. If the new solution is simple and intuitive, the adaptation by the group is better. These devices take the quality of work to the next level. They make us not an ordinary shop, but stand out through high-tech solutions. If these were to be taken away from employees now, it would probably be met with considerable opposition.*

Patryk Górnicki  
owner of Bricomarché Brzeg Dolny

## To summarise

In the course of our long-term cooperation, we have had the pleasure of observing how our cWATCH solution has become an indispensable tool for Bricomarché employees. Today, communication in the shop is effective. Work comfort has increased, as well as the quality of service. The customer can easily ask for an advisor and dispel any doubts before making a purchase. Organisation in the shop runs smoothly, even between cashiers and administration.

If you would like to try out our cWATCH solution in your shop, **get in touch with us!**

