

More FreeTime with Orbit®!



Orbit® is an aggressive omnidirectional presentation laser bar code scanner. Designed for applications where counter space is at a premium, Orbit is the ideal scanning solution for retail, convenience, off licence and specialty stores. In addition, Orbit's unique contoured shape allows it to be picked up and used as a hand-held when scanning large or bulky items.

The Tesco Clubcard is without doubt one of the most visible and successful loyalty schemes currently on offer in the UK. It is known that over 10 million households actively use a Clubcard, and the leading supermarket chain has been proactive in keeping the concept dynamic and of real value to its customers.

Tesco Freetime is a subsidiary Tesco company, responsible for the travel & leisure side of Clubcard. The Tesco *Freetime* magazine offers Clubcard customers substantial discounts on holidays, travel, family days out, leisure activities and motoring.

The *Freetime* magazine is published twice annually, and is regularly updated with new offers and attractions. In addition, the introduction of AIR MILES to the Clubcard scheme in March 2002 brought a huge rise in interest. The issuance of the quarterly Clubcard statement (with over £50 million worth of customer reward) generates a staggering response to the Freetime offers, and consequently the orders to be processed at their offices in Crawley, West Sussex.

From an average of 5,000 orders a week, the number spikes to around 55,000 on publication! There is therefore a great use of temporary staff to supplement the 30 permanently employed processors, and numbers can rise to 100 to ensure swift processing of the requests.

Although Tesco vouchers are printed with a bar code, scanning was not a feature of the process. Once the post had arrived, the orders were processed and checked to see that the correct value of vouchers had been enclosed. The voucher numbers were then manually entered into a booking system and the Clubcard Deal Tokens printed and mailed out. It could be a slow process, especially at busy times of the year.

The introduction of bar code scanners raised productivity and following supply

problems with their existing scanner, Tesco Freetime purchased a quantity of Metrologic's MS7120 Orbit omnidirectional scanner. The improvement was instant, as Richard Harrison, Customer Services Manager, explains.

"The introduction of the Orbit scanners increased the speed and efficiency of our operation. Their performance was much more aggressive than we had been used to before, and our temporary staff found them extremely easy to use."

In a loyalty program with such a high profile as Clubcard, Tesco Freetime have to be certain that the system operates efficiently and continues to reward their customers. Orbit plays an important part in ensuring that requests are fulfilled in quick time, helping to keep the customer satisfied and loyal to the Tesco brand, in what is an ever increasingly competitive high street.



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