

# Case Study

Transforming the Inventory Experience



## Overview

One of the nation's largest privately owned department store chains with more than 300 fashion department stores in 16 contiguous states was looking to streamline their inventory process in hopes of making it more efficient, ultimately conserving resources and improving accuracy. Belk consistently strives to be the department store of choice in each of the communities it serves by providing superior service and merchandise that meets the customers' needs for fashion, value and quality. Improvement within their inventory process was necessary for Belk to achieve its goals for growth and to remain competitive. The company has multiple "flagship" stores located in both urban and metropolitan centers and offers a wide array of merchandise and services including in-store beauty salons. A new approach to managing physical inventory was vital for them to thrive as a leader within the retail industry.



## Challenge

The inventory process Belk had been using for years was beginning to affect their bottom line negatively. ***The company utilized an in-house system that was dated, inflexible, cumbersome and inefficient.*** Belk was finding that their employee resources at the store level were being compromised because of the time it took to complete an inventory count. They were constantly experiencing the following:

- ✘ Faulty equipment that would break or run out of charge in the middle of a physical count.
- ✘ Limited number of scanners that had to be shared amongst stores, lengthening the time spent on inventory.
- ✘ Inability to utilize instant, real-time reporting and data.
- ✘ No mobile capabilities to view, oversee or manage the inventory process or reporting.
- ✘ Sabotaging the sales staff's time for inventory, taking them away from selling.

## Our Solution

Using outdated equipment that was unreliable and inefficient from a time management perspective, Belk was eager to explore other options for their inventory process.

***Datascan's self-scan solution appealed to them because it gave them the option to utilize innovative and user-friendly scanners while offering an agile system that will change as their business needs change.*** Datascan was able to put together an inventory solution plan that ensured immediate improvement and provided a significant cost savings and ease to the process.

## The Result

***Because of the efficiency of the Datascan system, Belk experienced a significant savings off of their bottom line as they moved to a new system of counting physical inventory.***

The ease of use of the Datascan scanners was a game changer for their physical inventory counts, not to mention the support of the customer service team offered by Datascan during the process. Our equipment offered the latest technology and functionality, ensuring not only an easier inventory, but also a broad range of customized reporting options available real-time. This alleviated having to pull reports hours and days after the inventory count; the data was available immediately. Also, the Datascan system is customizable and will change as the Belk's needs change. During the entire inventory process, Datascan's customer service team was available and quick to provide immediate solutions making the process seamless for the stores. Their individual store feedback and satisfaction of the Datascan solution was strong; the stores indicated they would want to use Datascan again for their inventory counts.

## Conclusion

***With Datascan's resources, technology and innovation, Belk was able to improve their inventory processes significantly.*** Datascan provided a system that helped them cut down on labor costs, securing an efficient inventory solution that can be modified over time depending on their needs. In addition, Datascan's ease of use approach, numerous reporting options and dedicated customer service solidified our client's decision to choose Datascan for their physical inventory counts.

***"The overall ease of use and functionality of the Datascan system was impressive. Their engagement and customer service during the process made for a much smoother inventory count and saved us time and money in the end."***

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2941 Trade Center Drive, Suite 100, Carrollton, TX 75007 | Phone 866-441-4848