

# Case Study

Discovering a More Efficient Way



Being one of the nation's largest privately owned department store chains comes with its own set of challenges. Belk was no exception. The company was struggling with inefficiencies during its inventory process that were costing the retail giant big money. There were several challenges Belk was up against. They were having to rotate a limited number of scanners and equipment between individual stores. Their current equipment was unreliable and outdated, often giving them problems during an actual inventory count. This made the process tough for the stores resulting in taking the sales staff off of the floor from selling to troubleshoot and complete an inventory cycle. Belk was eager to improve the process and get the sales staff back to selling without the interruption of inventory. The resources, labor hours and time spent on inventory were affecting their bottom line negatively, and Belk recognized a need for change.

This is when Datascan stepped in, offering a solution that would change the way they managed their process. Belk first noticed how easy the Datascan scanners were to use. They were relieved to use an innovative product instead of their outdated, unreliable equipment that proved to be more burdensome than anything. Belk also enjoyed the variety of reporting options that were available during the process, real-time. Waiting days to review inventory reports was a thing of the past. This feature alone saved the company hours of time and man power. In addition, Datascan's customer service team was available to assist with any challenges and answer questions throughout the process taking the pressure off of the store and corporate staff.

In the end, Belk understood they made the right decision choosing Datascan as their inventory solution. They were saving money by investing in a more efficient system, saving on labor hours for inventory, and focusing on sales at the store level. From the ease and reliability of the equipment to the innovative reporting options available instantly, Belk was relieved to save time at both the store and corporate levels, money from the bottom line and energy from everyone involved.

**"With Datascan, we were able to cut \$600,000 to \$1 million off of our bottom line by choosing self-scan."**

**Craig Parrish**  
Director of Accounting



**"We are scanning roughly 50% more with Datascan. Utilizing our own employees for the scanning process while relying on Datascan for the equipment and reporting improves our efficiency and saves us money."**

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