



TRADER JOE'S

CASE STUDY

**SAVING A RETAIL CHAIN'S CUSTOMER
EXPERIENCE**

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Since 1967, Trader Joe's has been distinguished for its **UNCONVENTIONAL** business model and dedication to offering customers a **ONE-OF-A-KIND** shopping experience.

THE CHALLENGE COST VS. QUALITY IN MEETING VALUE BASED GOALS

One of Trader Joe's core values was part of this sticky situation. Allowing customers to try products often caused spills which damaged POS equipment. To make matters worse, their former POS maintenance provider often returned hardware late and unrepaired with obviously shoddy workmanship — increasing costs and jeopardizing the customer experience.

Trader Joe's goal was to deliver the same customer experience with free samples and low costs while also **MINIMIZING DOWNTIME & MAINTAINING A CLEAN STORE APPEARANCE.**

TRADER JOE'S WISHLIST

UNFAILING BREAK RESOLUTION

RELIABLE TURN TIME

OPTIMAL QUALITY AESTHETICS

SCALABILITY FOR UNPREDICTABLE VOLUME

MULTI-MANUFACTURER SUPPORT

LOW COST, HIGH QUALITY REPAIRS



400+
STORES
NATIONWIDE

CORE VALUES



UNCONVENTIONAL
Keep costs low & pass savings on to customers



UNIQUE
Allow customers to sample products in store, before purchase.

"WE KEEP OUR COSTS LOW — BECAUSE EVERY PENNY WE SAVE IS A PENNY YOU SAVE"

TRADER JOE'S SWEET SPOT

Based on experience, POS repair did not meet the quality aesthetic standards and replacements were far too costly.

Trader Joe's core values were being threatened by inadequate, shoddy POS repair. To continue to serve their customers, they needed a solution that was both cost effective and high quality.



THE SOLUTION ADVANCED REFURBISHMENT + STRATEGIC CAPABILITIES



SURE IT WORKS, BUT DOES IT LOOK GOOD?

As part of a **multi-step refurbishment process**, Lexicon insured all POS hardware looked as optimal as it performed.

CAN WE LOOK GOOD & SAVE MONEY?

Lexicon combined extensive experience in large scale repair operations with intricate ISO 9001:2008 industry certified processes to reduce Trader Joe's costs.

3 SPECIFIC STRATEGIES:

1. ADVANCED SUPPLY CHAIN CAPABILITIES

Lexicon utilized a well-established and extensive supply network to source high quality parts for Trader Joe's technologies at the lowest price.

2. MICRO COMPONENT LEVEL REPAIR CAPABILITIES

With our micro-component repair capabilities, Lexicon is able to repair even the smallest components saving Trader Joe's the high cost of replacing an entire device.

3. MULTI-MANUFACTURER RESOURCES

Lexicon reduced Trader Joe's overhead by repairing each part of their POS system: receipt printers, cash drawers, in-counter scanner, display, and keypad.



THE RESULTS

20-40% COST SAVINGS

AND REPAIRED HARDWARE THAT WAS
INDISTINGUISHABLE FROM NEW BY
BOTH CUSTOMERS AND CREW

The Lexicon and Trader Joe's partnership was facilitated through DieBold technology solution provider. Lexicon also partnered with DieBold to support 7-Eleven and Zales retailers.



For 25 years, Lexicon has been the go-to leader for maintenance, management, and deployment solutions for top brands in nearly every industry vertical, with customers that include Amazon, Crate & Barrel, Cardinal Health, Staples, U.S. Foods, and the USPS. Our solutions are powered by industry-certified, quality repair processes, a modern 50,000 s.f. US-based operations center known as RepairFactory®, and Lexicon's cloud-based maintenance management platform.

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25 YEARS
EXPERIENCE



UNMATCHED
PRICING



INDUSTRY
CERTIFIED
PROCESSES



50,000 SQ.FT.
US-BASED
REPAIR FACILITY