

TRADER JOE'S

CASE STUDY
SAVING A RETAIL CHAIN'S CUSTOMER
EXPERIENCE

### CASE STUDY

### TRADER JOE'S



## 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

### TRADER JOE'S

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.



### **CORE VALUES**



### **UNCONVENTIONAL**

Keep costs low & pass savings on to customers



### UNIQUE

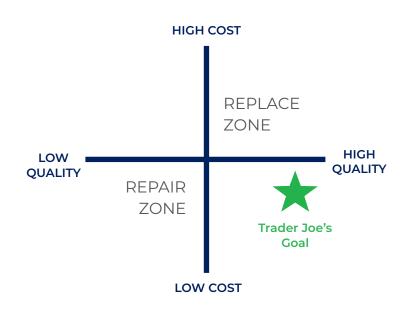
Allow customers to sample products in store, before purchase.

"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 inadequte, 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



As part of a **multi-step refurbishment process**, Lexicion 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.

# LEXICON® TECH SOLUTIONS

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



INDUSTRY CERTIFIED PROCESSES



UNMATCHED PRICING



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