



Icom Australia: Improved Communications and Increased Productivity at MECCA Brands

A national retailer sought to improve communications between all staff with the aim of creating a personalised shopping journey for each customer. Mecca Brands, a growing Australian retailer with 76 stores across the nation approached Radio Warehouse, to improve the communication flow between their staff. The customer's objectives included improving floor staff and back of house communication, managing loss prevention and creating a seamless individualised customer journey. Icom Australia's solution was the IP100H advanced radio system which exceeded Mecca Brands requirements.



Company: MECCA Brands

Country: Australia

Industry: Retail

Business Situation: To enhance and improve the communication flow between staff in their busy stores to create a personalised customer experience from the moment they walk through the door.

Solution: Radio Warehouse worked with Icom Australia to install the IP100H radio system in order to provide a solution to their communication requirements.

Features & Benefits:

- Secure Communications
- Improved Staff Productivity
- Smoother Communications
- Instore Security
- The next level in Customer Service

BUSINESS REQUIREMENTS

Since Mecca Brands establishment in 1997 their focus has been on bringing the "BEST" in global beauty products to consumers using two unique concepts, Mecca Cosmetics and Mecca Maxima.

Consumers have exclusive access to over 100 brands, exceptional service and beauty expertise, each within a unique store environment tailored to how the customer chooses to shop. Communication was a key component necessary to add to this seamless customer journey.

Mecca Brands needed a solution that:

- would enable clear communication between several team members across the store.
- had flexibility for varying store layouts and sizes. The stores can be over 200sqm in size.
- is user friendly technology.
- is technology that could support both back of house operations as well as enable the teams to easily manage running the floor.
- creates a smoother and improved customer journey.





APPLYING THE RIGHT SOLUTION

Mecca Brands contacted Radio Warehouse initially looking at a competing radio system that operated on traditional radio technology. However, the lack of private frequencies available and limited flexibility meant that this was no longer an option. Radio warehouse offered Icom's IP100H as the ideal solution to solving all their communication requirements.

The flexibility and adaptability of the IP100H to varying store sizes was a huge benefit. For example, widening coverage by simply adding an additional Access Point to extend secure instore coverage. As well, the compact size and heavy duty construction meant that the unit could easily withstand the fast passed back and front house environments.

"The IP100H solution was the clearest system we had trialled, the teams did not struggle to hear each other and could easily communicate."

Alexandra Knight
Retail Projects, Mecca Brands

Icom worked with Radio Warehouse provided a trial system of the IP100H consisting of four handsets and a controller unit. The IP100H requires an IP1000C controller to manage the communication between the network and handsets.

Icom and Radio Warehouse visited the store for installation and a training session for staff. The installation process is a simple process of programming the controller with the unique identification details of the sites Access Points and plugging the controller into the existing Wi Fi network. The feedback from Mecca Brands was extremely positive and the system exceeded all of their business requirements.

WHAT THE CLIENT GAINED

By implementing ICOM's IP100H IP Advanced Radio System Mecca Brands was able to solve all their communication requirements. The flexibility of the system meant that no changes were required to the existing infrastructure of the stores. The IP100H was a simple add on to the existing wireless infrastructure already in place in the stores around the country.

Features & Benefits to Mecca Brands of the IP100H system include:

- **Secure Coverage:** A secure and clear communication system that is able to support the varying retail store sizes and requirements of a growing business.
- **Improved staff productivity:** Alexandra Knight - Retail Projects said "Staff spend less time running around looking for team members. Which has increased productivity, and enabled them to be more available for customers."
- **Smoother Communication:** Alexandra Knight - Retail Projects said "It's easier to communicate with the back of house team when looking for product. Which means teams stay on floor rather than spend time out the back looking for products. Which positively affects customer experience and loss prevention."
- **Instore Security:** Theft management - the store Loss Prevention Specialist is able to discreetly communicate with the team and manage theft.
- **The next level in Customer Service:** Alexandra Knight - Retail Projects said improving communications has "Enhanced customer experience by easily guiding customers to team members and through the store. The customer is made to feel at ease and their wait time has also decreased."