

# Spirit's long-term relationship with Clarks continues to bear fruit



Consistently reliable suppliers are a bit like gold dust – they can be hard to find and once you've found one, you'll want to hang on to them. That's why Clarks has been using the same independent consultancy, Spirit Data Capture Limited, for the past 13 years. Spirit sources and provides barcode scanning devices for the company's Point-of-Sale operations, which in turn enables Clarks to deliver a consistent, effective and streamlined service for its customers.

Clarks is the global leader in the provision of 'everyday footwear'. The company designs, innovates, manufactures and sells over 50 million pairs of shoes every year.

Founded in 1825, Clarks is still based in Street, Somerset, but sells its shoes in more than 35 countries worldwide..

## Defining the issue

One important element of the company's business is maintaining a high level of customer satisfaction. One way in which it seeks to provide this is by streamlining its electronic Point-of-Sale (ePoS) activities. For the past 13 years, it has been achieving this aim with the help of Spirit Data Capture Limited, an independent consultancy that specialises in mobility enterprise solutions.

The first set of devices recommended by Spirit (or rather, the company's predecessor) some 13 years ago was the Honeywell IT3400 scanner. Some years later, Spirit recommended the Honeywell IT 3800 as a suitable successor. This proved very successful, so the next upgrade (which took place a few years ago) featured the latest version of the same model, the Honeywell 3800G.

The company was very happy with Spirit's service levels and also with its helpful response in relation to the repair and maintenance of units out of warranty. For the most recent refresh, Clarks started looking for a more up-to-date rugged scanner that could read 2D barcodes and that would also have a long warranty.

## Developing the solution

The company held consultations with Spirit, who suggested offerings from several manufacturers and also provide a number of devices for evaluation, on long-term loan. Clarks eventually opted for the Zebra DS4208 2D barcode scanners as the best solution for its needs. Spirit also supplied a special cable that met the company's exacting specifications.

The Zebra DS4208 is a rugged, general purpose 2D imager which is extremely fast and provides industry-leading scanning capabilities. It provides omni-directional scanning and can even read barcodes on mobile phone displays. If there is a problem with a device, Zebra's unique support programme will provide a replacement on the next business day. The DS4208 comes with a five-year manufacturer's warranty..

## Reaping the rewards

The new Zebra units are being used at the Point-of-Sale for scanning purchased products directly into Clarks' ePoS system. They have already been providing an excellent performance and a consistently strong level of reliability. This has resulted in the even faster scanning of items whilst reducing the risk of errors still further – which has all helped Clarks to maintain its high levels of customer satisfaction.

Ebbie Kadem, Spirit's Managing Director, says: "This is the fourth set of devices that we've provided to Clarks. We are delighted to have developed such a long and close working relationship with the company, which is a great testament to the hard work and dedication of our team of professionals over the years. We look forward to continuing our relationship with Clarks for many years to come."

