



Digital store management in 14 countries with over 4,400 locations

KiK focuses on digitalization. Digital store management creates enormous added value as business processes are made more efficient, faster and more cost-effective.

Digital Store Management System in Retail

Retailers who want to succeed in an increasingly competitive environment can't avoid digitalisation. By embracing digitalisation and interacting with customers and employees in new ways, retailers can pave the way to a competitive and more sustainable future. Paper, phone calls, and emails take up a lot of time, are prone to errors, and have become obsolete in the digital world.

Digitalisation and automation save time and costs along the entire internal and external service chain and significantly increases efficiency. Improved employee communication and a structured way of working also significantly increases employee satisfaction.

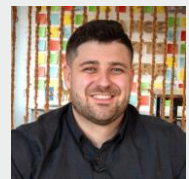
KiK Textilien und Non-Food GmbH

KiK Textilien und Non-Food GmbH (KiK) is a German textile discount store based in Bönen, Germany. Operating more than 2,500 stores in Germany, KiK is also active in 13 other European countries operating more than 4,400 store in total. The company's name, KiK, stands for "Customer is King". Internationally, around 29,000 employees contribute to its success, which has enabled KiK to grow in recent years. The long-term goal is to operate 5,000 stores across Europe. KiK's IT supports this expansion as a digitalisation engine and business driver.

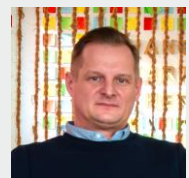
The KiK project implemented Digi.net, utilising the Metro software platform from Retail Manager Solutions Limited (RMS). Digi.net is the new digital store management system, which has been used to digitise information and processes in the sales organisation.



"Digi.net is a real milestone. We now reach our team onsite super quickly."
Susen M., Branch Service



"Digi.net saves time, costs and resources."
Michael B., Sales



"The German Digi.net solution was rolled out in thirteen other countries in just nine months."

Daniel T., Project Management

Components of the Digi.net platform

"We now have a digital connection directly to our employees on site."

Marco J., Facility Mgmt.

"With the digital transmission of data, we have also saved a lot of time, with one click everything is up to date for the boards and for us."

Julia W., Revision



"My absolute favourite is the keyword search, which saves me a lot of time."

Dennis M., Subsidiary Sales

"Digi.net allows our back office to optimise processes by processing orders much faster and more effectively."

Marco J., Facility Mgmt.



"We also make our tasks available to our managers digitally, which saves us time, resources and, of course, costs."

Michael B., Sales

Quick accessibility for all employees

With Digi.net, communication within the team is taken to a new level. Employees can now connect with each other quickly and easily, allowing for instant alignment and collaboration.

Everything up-to-date and visible to everyone with one click

All information can be updated with just one click. This system of transparency enables employees to make informed decisions based on up-to-date data.

Integration of other IT systems via interfaces

The integration of KiK's internal IT systems via interfaces into Digi.net significantly optimises and accelerates the distribution of branch-specific information. Data from internal IT systems is available immediately after it is made available in the branches.

Task management and processing status

Effective task management makes it possible to assign tasks, track progress, and ensure successful completion. This promotes a structured way of working and helps to clearly identify priorities.

Chat function for communication throughout the organization

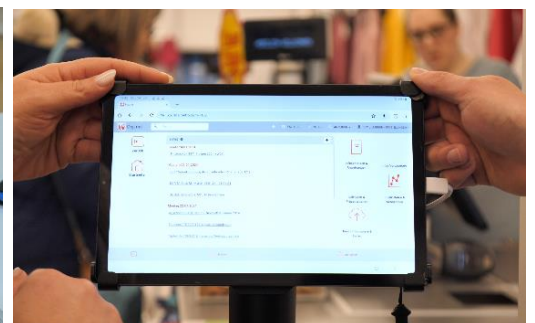
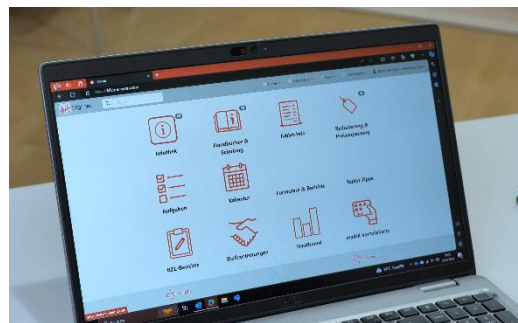
The integrated chat function allows employees to communicate with each other. This real-time communication provides a direct connection to supervisors, head office or other branches.

Integration of images and videos for better communication

Visual communication is playing an increasingly important role in retail. Digi.net enables the integration of images and videos to effectively convey complex information and promote employee understanding.

Structured work in the branch, processing tasks and queries

A clear presentation of tasks and queries creates a clear structure that contributes to an efficient workflow. This minimizes errors and promotes consistent implementation of company policies.



Starting situation

- Distribution of information, newsletters, manuals, etc., by post.
- Printing of up-to-date information and tasks about cash registers in the branches.
- Accessing information in folders in the branches required a lot of effort.
- No immediate follow-up/transparency about the completion of tasks.
- Time-consuming creation of reports.
- Communication between sales and the branch via email and telephone.

Challenges in the implementation of Digi.net

- Creation of a unified infrastructure to access the Digi.net platform from all European branches.
- Localisation of the Digi.net application in 13 languages.
- Standardised basic information for all branches across all 14 countries.
- Definition of uniform forms and processes throughout Europe in Digi.net.
- Interfaces to the internal site management solution for continually up-to-date user and organizational data.
- Further interfaces to internal IT systems to significantly accelerate the distribution of branch-specific information.
- Reporting functions for all sales levels to ensure transparent use of the Digi.net platform at all times.
- Training materials and documentation for all countries and organisational levels to make the digital transformation understandable for all employees.

Project

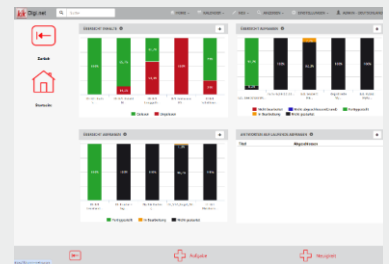
- A direct channel to branches is now available for departments at the head office.
- Relevant information is distributed to the stores in a matter of seconds.
- Stores have quick access to their up-to-date information.
- Even older information can be found more quickly.
- The sales organization always has an up-to-date overview of the processing of tasks and forms.
- An attractive, modern working environment has been created through the use of tablets in sales.

"Digi.net enables enormous paper savings, very cost-neutral and very environmentally friendly."

Marco J., Facility Mgmt.

"By standardizing and digitizing content and processes, we were able to make store operations much more efficient."

Daniel T., Project Management



"Another added value is role-specific reporting, which allows us to optimize KPI management."

Susen M., Branch Service

"I save a lot of time and have a better answer quality than if I didn't have a Digi.net."

Georgia S., Vertrieb

"Digi.net is an enormous relief in my general day-to-day business."

Caroline B., Vertrieb Subsidiary

