

ABYAT: Making Shopping More Convenient with Sybase® Unwired Platform

Whether remodeling a room, fixing a roof, or buying a lamp, ABYAT has got it covered. Committed to quality and convenience, the company is using mobile technology from SAP to help make shopping in its 22,000 square meter showroom easier than ever. Sales staff can now accompany shoppers through the store, check product availability on mobile devices, and provide everything the customer needs to complete the transaction. So customers can get in and out faster on the way to making their house a home.



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Executive overview

Company

ABYAT Megastores

Headquarters

Kuwait City, Kuwait

Industry

Retail

Products and Services

Home improvement – building, finishing, and furnishing

Employees

1,450

Web Site

www.abyatonline.com

BUSINESS TRANSFORMATION

The company's top objectives

- Improve the customer shopping experience in the store
- Enable sales staff to provide a more value-added service while accompanying shoppers
- Improve overall efficiency in the store

The resolution

- Implemented Sybase® Unwired Platform
- Provided sales staff with mobile devices to capture customer requests in real time and check product availability
- Trained staff for a smooth transition process
- Went live eight weeks after project initiation

The key benefits

- Ability to check stock availability from the showroom floor
- Real-time communication between sales staff, the warehouse, and the checkout counter
- One-on-one attention for each customer
- Less time required to serve a customer
- Better customer experience and higher satisfaction

"We wanted to provide customers with the best experience possible while shopping in our store, and we found that the mobile applications from SAP offer the best solution to our needs."

Ahmad Alnusif, IT Senior Manager, ABYAT Megastores

TOP BENEFITS ACHIEVED

75%

Reduction in training time for sales staff

30%

Improvement in sales efficiency

50%

Improvement in customer service