



Valuing Customer Experience



Great Customer Service!

Blockbuster in Papanui improved security and efficiencies by using the D-Case system from Leading Solutions.



Blockbuster is a household name for DVD and games' rental and retail throughout New Zealand. In this case study we focus on the Papanui store in Christchurch. The store rents DVDs and a full range of console games as well as selling ex-rental products, drinks and confectionary.

The Challenge

Providing a good customer experience is a priority for Scott Giddy, store manager at Blockbuster Papanui, closely followed by protecting valuable stocks of movies and console games from theft. Achieving these two priorities isn't always easy in the movie rental business. Behind-the-counter storage is often used to keep discs separate from rental boxes which provides ultimate security for the product, but detracts from customer service. Not only do customers have to wait while staff search through drawers of DVD and games discs to find their selection, they can sometimes be given the wrong movie or game. The system also means staff have to move away from the service counter and turn their back on the customer.

Management at Papanui had addressed these issues by displaying the DVDs complete with discs in lockable cases linked to the store alarm. The alarm would activate if someone attempted to leave with the DVD. However, the system was failing. "The cases didn't lock too well and were easy to break into," says Scott. Thieves could break into the box, remove the disc and walk out without activating the alarm. The risk of theft was so high, Scott was keeping console games behind the counter.

The challenge was to improve and update the system.



The solution

D-CASE LOCKING SYSTEM

In summary...

Updating and improving on a security system that had been in place for more than six years has helped Scott meet his main priorities in the day-to-day running of the Papanui store. Customer service has improved with quicker transactions at the counter, and he has gained complete confidence in the security of the store's valuable stock.



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CLIP-BLK

CRU-BLUE

The Solution

Leading Solutions had the answer - the D-Case DVD Security Case System based on a neat robust plastic box with lock options and hidden security tags. The system has a range of cases for different media including console games and Blu-ray. Importantly, they all use the same release unit, the system would integrate with the store's existing alarm, and internal locks could be added to increase protection on expensive console games.

Scott and his staff would be able to display all rental products, DVDs and games, with the discs inside the boxes, making customer transactions quick and efficient - and the stock would be protected securely from theft.

The Result

The system was installed and losses through theft have dropped. The boxes have proved tamper-proof and would-be thieves, now unable to remove the discs, have been caught by the store's alarm system when they have tried to leave with games or DVDs in the cases.

The release unit is simple to operate, the boxes open easily and customers no longer have to wait while they look for game discs behind the counter. What's more, Scott reports, the storage cases look great too. "They all match and sit so much better on the shelves. We love the way the store looks - and that is really important for our customers."

