International Sales and Delivery Processes

GK/Retail for JYSK Nordic

Simply Retail.

GK SOFTWARE

Quick facts

The challenge

- › International project spanning 20 countries

- › Specialized ordering processes in > 1,000 stores

- › 21 languages, 10 fiscalizations

The solution

- › Implementation of the GK/Retail POS point-of-sale solution

- › Label Poster Printing

- › Stored Value Server

- › Basic Online Basket integration

About GK Software SE

- › A leading international developer and vendor of standard software for the retail sector

- › Comprehensive suite of solutions for all store processes from a single supplier

- › Over 262,000 installations globally, in more than 50 countries

- › In productive operation within leading national and international retail chains

"GK/Retail has enabled JYSK to successfully pursue its international expansion plans. The extensive customization possibilities and the integrated sales process functionalities help us to achieve greater customer satisfaction and generate more turnover."

Keld Marott,
Director, Store IT & Loss Prevention
JYSK Nordic

International Sales and Delivery Processes

JYSK Nordic is a leading global retailer of furniture and 'everything for the home'. The Danish firm, which has more than a thousand stores in 20 different countries, needs high-performance retail software to drive further growth.

Comprising two companies (JYSK Nordic and Dänisches Bettenlager), JYSK Group generated a turnover of EUR 3.4 billion in 2016 and has more than 2,500 stores in 49 countries around the world. JYSK Nordic, an independent member of JYSK Group, operates more than a thousand of those stores in 20 countries. Several years ago, the company's outdated software, ambitious expansion plans and an ever-greater focus on integrated sales processes combined to create the need for a new retail solution.

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International Expansion

International reach

Needless to say, a global organization like JYSK has numerous specific requirements, but GK/Retail has been able to address them. JYSK Nordic's recent expansion activities have meant that the retailer now operates more than 1,000 stores spanning 20 countries and 21 different languages. Right from the start, the retailer was looking for an integral centralized solution to manage its entire store network. The rollout phase was concluded successfully and GK/Retail was subsequently deployed to new countries right from the opening day, connecting each individual store to the JYSK headquarters in Denmark.

Fiscalization

In ten of the 20 countries in which JYSK Nordic is active, the software must be able to handle special fiscal rules. To comply with these legal requirements, GK/Retail facilitates the integration of various fiscal specifications. This makes the integration of new countries a standard procedure rather than an exception, thus supporting JYSK Nordic's further international expansion.
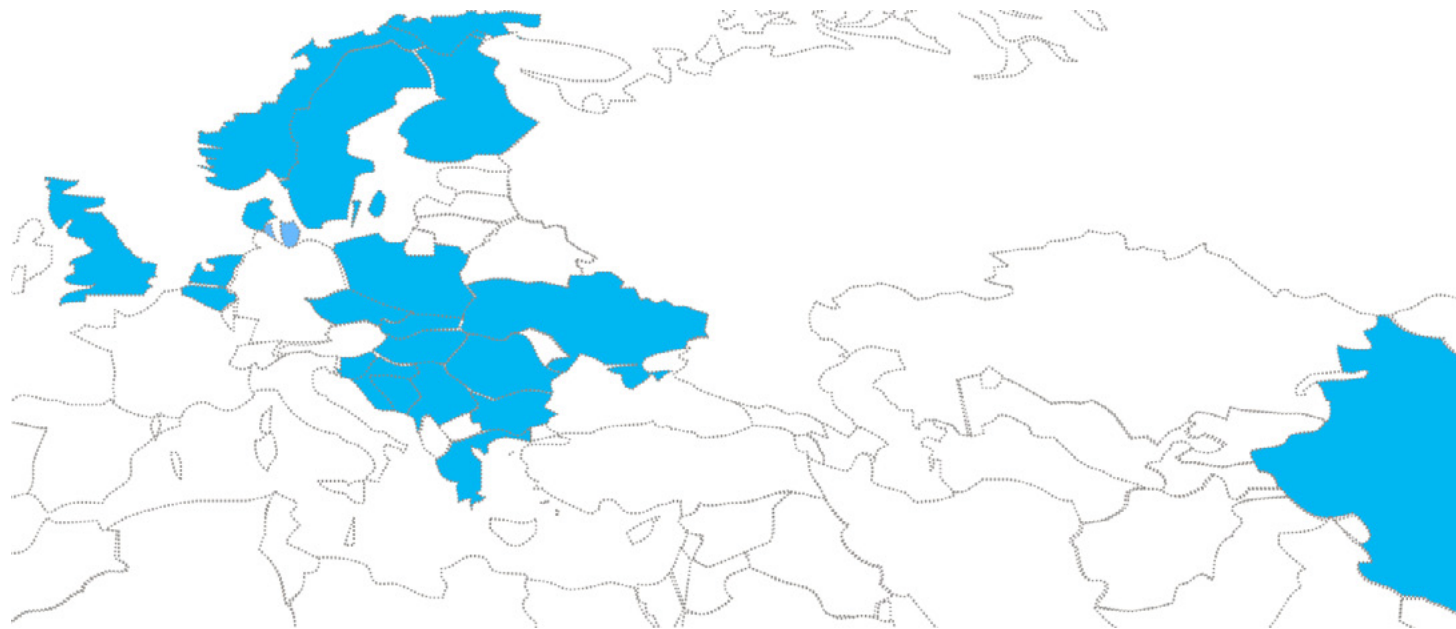
Individual Processes Across all Sales Channels and Intuitive Handling

Omni-channel

JYSK has been focusing on the in-store collection of online orders since before the term 'omni-channel retailing' had even been invented. Customers make a down payment for the goods in advance or pay the full amount upon collection. Besides that, of course, customers can order goods in store for home delivery. To ensure their uniform redemption, GK/Retail Stored Value Server handles the JYSK gift cards and credit vouchers centrally. It can be accessed from all stores.

Customization

GK/Retail is a standard software solution that can be tailored to the retailer's individual wants and needs. For example, the sales staff in all stores can use the online POS system to directly check stock availability in nearby stores.

Employee training

JYSK employee feedback about GK/Retail has been very positive. The fact that the POS solution is intuitive to use, most of the processes are self-explanatory and it is almost impossible to make a mistake. An internal survey found out that employees needed just a few hours of training to use the software properly.

Future outlook

In selecting GK/Retail, JYSK Nordic has chosen a business-enabling software package that will support the international furniture retailer's growth. Due to new requirements, JYSK and GK are currently in dialog, how to use GK/Retail OmniPOS as a follow-up software.

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