Lake Region IGA

Internal

Responding to customer demand in an increasingly competitive market

WHY BECOME ON DEMAND:

Located in Hawley, Pennsylvania, Lake Region IGA is a small, independent supermarket with 30 thousand square feet of floor space and 75 employees. Faced with a dramatic influx of large competitors, the grocery needed to improve its responsiveness to customers at checkout and sought new ways to create a more differentiated shopping experience for its customers.

SOLUTION:

IBM Business Partner STCR helped Lake Region IGA to streamline the checkout process by building an integrated POS solution using IBM SurePOS™ 700 systems connected to an IBM eServer™ xSeries® controller unit, running on the IBM 4690 operating system. The solution supports advanced data-management and transaction-processing capabilities to eliminate errors and increase efficiency. And an innovative IBM Kiosk self-service deli ordering system has helped to differentiate Lake Region IGA from its competitors.

BENEFITS:

• The self-service deli ordering system currently accounts for about 25 percent of the grocery's total deli orders
• The new POS systems have delivered 40 percent faster transaction processing with higher scanning accuracy
• The ability to review sales trends and demand peaks helps optimize inventory and meet customer needs