Halfords receives Retail Technology Award for Best Consumer Experience with Diebold Nixdorf as IT Partner

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DÜSSELDORF, GERMANY – The EHI Retail Institute awarded Halfords Group with a “retail technology awards europe” (reta) this year, as a direct result of the project with Diebold Nixdorf, the world leader in driving connected commerce. Diebold Nixdorf’s contribution as the chosen IT partner, meant Halfords were awarded in the ‘Best Customer Experience’ category. Each year the Cologne-based EHI Retail Institute awards the reta in the categories Best Customer Experience, Best Instore Solution, Best Enterprise Solution and Best Omnichannel Solution. A prominent jury comprised of representatives of industry, academia and research institutions selects the reta recipients from the many submissions received. The awards evening took place on February 27 at a gala event organized in conjunction with the EuroCIS trade fair in Düsseldorf.

Halfords, the UK’s leading car-part and cycling retailer, has replaced its POS system within the retail stores for a mobile and tablet-based solution. The BEETLE /moPOS offers the performance and functionality essential to a stationary POS system with the mobility to serve customers anywhere and anytime. The tablet-based solution lets sales and service colleagues not only manage traditional checkout processes at docking stations, but also use the devices in any location in the store while advising customers. Sales colleagues can, for example, use the tablets to answer questions about inventory, provide detailed information about products, or to make additional cross-selling offers. Colleagues also have the ability to access a parts ordering system via every device, search for vehicle specific parts and order directly from suppliers. “Our goal is to provide customers with the best information, optimum service and an excellent shopping experience at all times,” says Mark Manfredi, Business Process Consultant at Halfords. Diebold Nixdorf supplied the hybrid BEETLE /moPOS system for this project. It consists of a POS device hub with docking station and a Windows 10–based tablet.

About Halfords

For further information please contact Halfords@z-pr.com or +44 20 7287 5006.

For more information visit www.halfords.com or www.halfordscompany.com.

About Diebold Nixdorf

Diebold Nixdorf, Incorporated (NYSE: DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world’s top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an ‘always on’ and changing consumer landscape.

Diebold Nixdorf has a presence in more than 130 countries with approximately 23,000 employees worldwide. The organization maintains corporate offices in North Canton, Ohio, USA and Paderborn, Germany. Shares are traded on the New York and Frankfurt Stock Exchanges under the symbol ‘DBD’. Visit www.DieboldNixdorf.com for more information.

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