



J BRAND

"My Customer, My Responsibility"

CASE STUDY:



"Despite the numerous challenges associated with operating under Covid-19 restrictions, J Brand were able to deliver another successful project for Dixons Carphone within the required timescales and to the expected standard"

PAUL HAWROT, SENIOR PROJECT DELIVERY MANAGER

CUSTOMER

Dixons Carphone

LOCATION

UK

REQUIREMENT

New People Counter Installations

EQUIPMENT

Retail Next



ABOUT THE COMPANY

Dixons Carphone plc is a leading omnichannel retailer of technology products and services headquartered in London, England. It was formed on 7 August 2014, by the merger of Dixons Retail and Carphone Warehouse Group. It is listed on the London Stock Exchange, and is a constituent of the FTSE 250 Index.

The company operates through 864 stores and 16 websites in eight countries, and helps everyone enjoy amazing technology, however they choose to shop. Its brands include Currys PC World in the UK & Ireland as well as Carphone Warehouse and iD Mobile in the UK, where its services are provided through Team Knowhow; Elkjøp, Elgiganten and Gigantti in the Nordics; and Kotsovolos in Greece.



CASE STUDY

J Brand was selected to undertake a full upgrade of the people counter technology throughout the Currys PC World estate, consisting of 300+ stores across the United Kingdom and the Republic of Ireland.

In addition to the installation activities associated with the project, J Brand was tasked with designing and procuring suitable drop poles and bracketry to accommodate the new people counters. All people counting equipment, poles and brackets were stored in our Runcorn warehouse and shipped to our installation teams to coincide with the agreed programme of works.

The project was divided into a Survey Phase, during which all stores received a site visit to assess their entrance layouts, cable routes and switch port capacities, and an Installation Phase, during which the physical installation of the network cabling and people counting equipment was



carried out along with the configuration and calibration of the equipment.

The Installation Phase was initially undertaken overnight to reduce the impact on store trading, but as the country returned to Covid-19 lockdown at the start of 2021 and the stores were forced to operate in a reduced capacity, J Brand was able to support Dixons Carphone by seamlessly transitioning onto days and at the same time improving the operational efficiency of the project.

Nearly all the stores required a powered access lifter, which had to be delivered and collected on a tight schedule to coincide with our project beat rate of 8 to 10 stores per day/night, 5 times a week.



We successfully completed circa 290 stores between November 2020 and February 2021 and are currently rolling out the stores in Northern Ireland. Once Covid-19 travel restrictions are fully lifted, we will be completing the stores in the Republic of Ireland and the Isle of Man.

One of the most significant challenges associated with this demanding programme has been procuring, manufacturing and distributing drop poles and brackets under very tight timescales and Covid-19 restrictions. Despite this and other challenges, J Brand are working closely with Dixons Carphone's project team to deliver all the stores within the agreed programme.

If you would like to arrange a session to discuss further or simply have a concern, query, or requirement, please Contact us: enquiries@jbrand.co.uk

www.jbrand.co.uk

