



Enhanced wireless infrastructure powering Sainsbury's

How wifi helps more customers than ever use SmartShop and shop online

Sainsbury's



O₂
business



DIGITAL TRANSFORMATION

Preparing for the future

Sainsbury's is responding to increasing online demand with O₂'s connectivity insights and innovations.

▄▄ *Whether it's in our stores, our depots or in our offices, the demand for great connectivity isn't going to go away, and O₂ is helping us to make sure it's the best that it can possibly be.* ▄▄

Richard Newsome,
Sainsbury's Chief Technology Officer



Products

- Wireless WAN and LAN infrastructure
- O₂ Wifi



Results

- Greater operational efficiency
- 20% increase in colleague experience
- Improved customer experience and loyalty



Sainsbury's is one of the largest supermarkets in the UK, with 172,000 colleagues and over 28 million customer transactions a week.

Sainsbury's asked O₂ for cost-efficient recommendations on how to improve the wifi experience for both customers and colleagues. Results included SWAN, a project to upgrade Sainsbury's entire wide area network across all its stores, and SWIFT to deliver Sainsbury's wifi transformation, modernising its local area networks and O₂ Wifi provision. The projects involved replacing technology and future-proofing all of Sainsbury's stores.

As the COVID-19 pandemic took hold in 2020, online orders fulfilled by Sainsbury's colleagues increased each week. Customers using the SmartShop app on their own devices also increased. On average, sales using SmartShop grew by 23%, with some stores reaching 50%. Both services have proved increasingly popular, but they can only work when there's stable and strong in-store wifi. O₂ didn't just provide reliable wifi but went on a transformational journey with Sainsbury's.

SWIFT continues to develop with trials of a customer click-and-collect service and more investment into connectivity is intended to power all Sainsbury's digital services for years to come.

“ We were looking for a partner who could not just provide brilliant day-to-day service across voice, wifi and wide area network, but also go on a transformational journey with us. ”

Richard Newsome, Sainsbury's Chief Technology Officer

“ One of our main reasons for choosing to partner with O₂ was the fit of culture and values, as well as the technology – that’s really helped our teams come together to do brilliant work. ”

Richard Newsome,
Sainsbury’s Chief Technology Officer



“ It’s our vision that most colleagues spend the majority of their time on the shop floor. We can only do that if they have the information that enables them to do their job at their fingertips. So connectivity is hugely important. ”

Richard Newsome,
Sainsbury’s Chief Technology Officer

Future proofing

As online sales leapt during the COVID-19 pandemic, Sainsbury’s is well placed to meet increasing customer demand.

Read more customer stories at:
www.o2.co.uk/enterprise/insights

Published in November 2020.
All information is correct at time of going to print.
Telefónica UK Limited Registered in England no. 1743099.
Registered Office: 260 Bath Road, Slough, SL1 4DX
o2_business_1120/054

Massive rollout with minimum disruption

O₂ has enabled more than 20,000 access points and 90,000 corporate mobile devices are regularly using wifi. Over 2 million devices now connect to O₂ Wifi in Sainsbury’s every month.

Enhanced job satisfaction

Colleague surveys record a 20% improvement in work experience when fulfilling online orders.

