

**SAMSUNG**

**halfords**

*halfords*

**An agile addition  
for every team**

**Halfords enlisted Samsung to drive change in a digitalised world with their ecosystem of mobile devices, security, solutions and support.**

**This has helped unite colleagues, streamline processes, set new heights for customer experience, and strive to work wonders.**

## Preparing for a new journey

Halfords is the **UK's leading provider** of motoring and cycling products and services.

For years, Halfords have always been making journeys better with their unrivalled expertise, services, and unmatched range of motoring and cycling products. With more than 700 stores and over 10,000 staff pleasing more than 750,000 customers<sup>1</sup>, Halfords is also a leading MOT operator, tyres, car servicing and repairs specialist.

As the world adapts to the changes in the aftermath of the pandemic, many businesses need to implement strategies and grasp an up-to-date understanding of customer needs in order to evolve.

Halfords did just that, using connected ID as a partner to make experiences more contactless.

With that said, Halfords needed a device that can support the app and broader solutions, enhance instore technology, and provide a digital handshake to their customers.

**That's why they partnered with Samsung.**



"We've diversified quite a lot over the last few years in garage services, B2B and B2C. There's some key themes running through all of the strategies that we've put in place, and digitisation is a big part of that."

**Neil Holden**  
Chief Information Officer, Halfords

<sup>1</sup> [www.halfordscompany.com/about-us](http://www.halfordscompany.com/about-us)

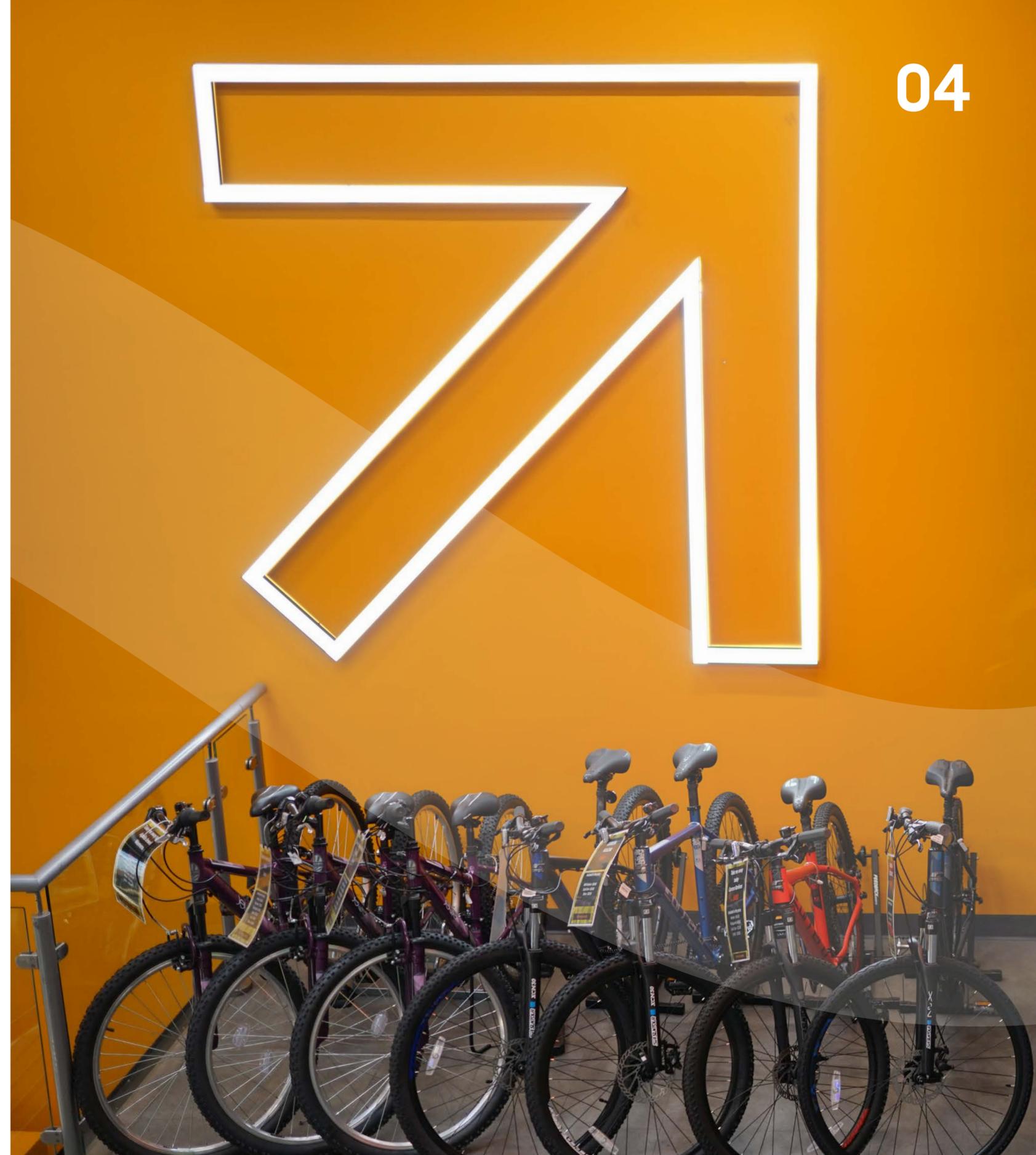
# Identifying the need for change

Transforming to **work wonders**

Halfords - like a large number of other organisations - have relied on face-to-face custom long before the pandemic. Offering customer-led innovation and specialised support was no longer possible throughout lockdown, so change was needed, driven by a digital transformation.

Halfords identified what they could do to ease the customer journey and erase gaps using digital technology. Not just for customers, but also for colleagues and technicians as well.

Many teams were limited with 'on the spot' information and using paper to gather customers details slowed down processes, which had a negative impact on the overall colleague and customer experience. They required a device that could provide multi-function services across stores, upsell products and improve the experience for all.





## Simplifying and streamlining workflows

Halfords needed a solution that gave staff the tools to do their best. It was that simple. Putting the right resources in place so they could meet customer needs, and give the specialised support they are trained in was integral to improving the customer journey. Driving forward a digital transformation would let them source information efficiently and communicate seamlessly with both colleagues and customers.

Halfords worked with Samsung to implement this change. Testing Samsung XCover devices in five stores, with the scope to provide 750 XCover Pro with Knox Manage (A web console that allows IT admins

to configure, monitor, and manage devices, deploy updates, as well as manage certificates and licences). This means that Halfords will have devices on hand to carry out key tasks, simplify processes and streamline workflows.

**Neil Holden, CIO of Halfords** said, "Samsung technology allowed us to visually display a lot to customers through screens. From a device point of view, we can put devices in the hands of our colleagues and give them the information they need to provide the right information and assurance back to customers throughout that journey."

# Making the digital switch

Transforming into a digitally driven business gave halfords the ability to meet their shifting needs, but they required the support from Samsung to do so. Syncing with the Halfords business model, the **Samsung XCover Pro** devices take away inefficient paper-based systems, cutting out errors and transferring them to a digitised workflow.

One area where the new devices simplified their business communication was done at the push of **XCover Key**, meaning Halfords staff can now get in touch with one another, more quickly than ever.

"It's a slicker process, we lessen the amount of time we talk to each other over the headsets."

**Simon Kirk**  
Store Manager, Halfords Hedge End



**XCover Key**  
Essential, rugged convenience to meet your business needs

**“It was very easy from a colleague user point of view because they’re very consumable devices, it’s like what they use in their everyday life - small bone sized technology - just a bit more ruggedised to make sure that it lasts in a retail environment.”**

**Simon Kirk**

Store Manager, Halfords Hedge End

“Questions arise like what’s happening with what customer, has that customer paid or not paid, colleagues have now got that info in their pocket in the car park, and they can seamlessly move from one customer to another without the need to have to speak to anyone else in the store.”

With the press of a single button, employees can check stock availability, gain access to customer queries and track down Click & Collect orders. They also have the ability to contact other stores and the head office, reserving items and getting further assistance if and when needed.



“We thought it would run out during the day even if we docked it all night, but it can last up to 2-3 days before even thinking about reducing battery life.\*”

**Simon Kirk**  
Store Manager, Halfords Hedge End

\*Actual battery life may vary depending on network environment, usage patterns and other factors.



**IP68**

Durability for where work takes you



**Samsung Knox**

Protect what matters to you



**Replaceable Battery**

Power through the workday

# Robust to work wonders

Protected to work in any environment

Built for frontline workers, the Samsung XCover devices are **durable** for both indoors and outdoors, providing Halfords with a comfortable operation of working so they could stay ahead of the job in hand.

Halfords utilised the **long-lasting battery life** of their devices, staying focussed on their tasks for a long time without distraction or battery loss.\*

**Samsung Knox** added another layer of security to Halfords - protecting their devices from the minute they are turned on. Managing to defend the most sensitive information from malware and malicious threats. This may include customer information, so it is integral for a more secure way of working.

\*Actual battery life may vary depending on network environment, usage patterns and other factors.

**“A key part of the technology strategy at Halfords is simplification and a platform centric way of doing things. What that really means is exploiting the investment that we’ve already made and the technologies that we already have. Samsung provides a great opportunity for that.”**

**Neil Holden**

Chief Information Officer, Halfords

# Giving you the devices to work wonders

Looking at the implementation of devices, Halfords are set up for the future to work wonders. Connecting experiences between colleagues and customers, Samsung has provided the base layer for a digital transformation, enhancing customer experience and making workflows more efficient along the way.

Samsung specialists have offered faster responses and technical support across all products - from mobile and professional display to appliances, computing, and the Samsung software platform that powers all products.

There are around **8,000** additional rugged XCover devices and Samsung Android tablets to be enrolled throughout Halfords. With the organisation setting up a Halfords Fusion store, creating a future vision of displays, tablets and mobiles from Samsung, helping communicate by providing real time updates with customers whilst they wait.

Samsung worked with Halfords throughout the whole implementation process, helping the team and providing the best expert support required.



"We want to be future ready and future fit. We want to make sure our customers have an experience within the stores."

**Louise O'Keeffe**  
Group Head of Operational Change  
& Implementation, Halfords

**SAMSUNG**

Halfords use the following Samsung devices

**Galaxy XCoverPro**

See how Samsung mobile technology  
can help your business work wonders at

**[www.samsung.com/uk/business](http://www.samsung.com/uk/business)**