



Mastering RFID in Retail

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Harnessing RFID in Retail: Jesta I.S.'s Solutions

Retailers are increasingly turning to RFID (Radio-Frequency Identification) to improve inventory accuracy and streamline in-store operations. Jesta I.S.'s unified commerce platform offers integrated RFID capabilities that address key retail pain points such as faster checkout, efficient cycle counts, and proactive inventory replenishment.

This e-book provides an overview of RFID technology in retail, its benefits, and how Jesta I.S. supports these use cases. We also compare Jesta's approach with other market solutions and include real-world examples to help retail executives and IT decision-makers evaluate RFID's impact.

Inventory Accuracy

95%

RFID-based counts

Checkout Speed

+50%

Versus barcode scanning

RFID can raise inventory accuracy from about 70% to over 95% and cut manual counting time dramatically. This leads to checkout processes that are 50% faster than traditional barcode scanning.

REMEMBER

Jesta's RFID features are evolving; while it supports handheld RFID scans for inventory and POS, continuous real-time tracking and "smart shelf" automation are not yet standard in the solution.

RFID in Retail: Background and Benefits

RFID in Retail: Background and Benefits

RFID tags are wireless chips readable by radio waves. Unlike barcodes, RFID allows multiple items to be identified without direct line-of-sight. An associate with

an RFID reader can capture the identities of hundreds of items quickly, enhancing stock monitoring.

KEY IDEA

RFID helps achieve inventory accuracy above 95%, reducing false out-of-stocks and ensuring data reliability for planning and replenishment.

RFID enables quicker, lower-cost cycle counts, reducing the need for extensive manual counts. With RFID, cycles

can move from annual to much more frequent intervals like weekly, maintaining cleaner, more accurate records.



Illustration of RFID in a retail stockroom

Key RFID Use Cases in Retail

Key RFID Use Cases & Jesta I.S.'s Solution

Jesta I.S. has incorporated RFID into its Vision Suite, covering POS, merchandising, and warehouse management. It focuses on use cases like frictionless checkouts, rapid cycle counts, and inventory alerts.

Frictionless Checkout with RFID

RFID technology significantly improves the checkout process by enabling all items in a customer's basket to be scanned simultaneously, rather than individually. This capability reduces the likelihood of human error, such as missed items or incorrect scans, which are more common in traditional barcode systems. Additionally, the speed of RFID scanning drastically cuts down the time customers spend at the checkout, enhancing their

overall shopping experience. As a result, retailers can process more transactions in less time, leading to increased efficiency and potentially higher sales volume. This advancement in technology not only streamlines the checkout process but also contributes to customer satisfaction by minimizing wait times and improving service quality.

Jesta's Vision Store POS can integrate with RFID readers, offering a fast, accurate, and reliable transaction process.

REMEMBER

While currently an add-on, Jesta supports integrating RFID into POS systems, improving throughput and reducing shrink.

Enhancing Inventory Accuracy With RFID

Faster Cycle Counts & Inventory Accuracy

RFID technology significantly enhances the process of inventory counting by allowing for rapid and high-frequency scans of products. This is particularly beneficial in retail settings where maintaining accurate inventory levels is crucial. Jesta's mobile application is designed to seamlessly interface with RFID readers, streamlining the cycle counting process. This integration allows for more efficient cycle counts, reducing the time and effort required by staff while

simultaneously improving the accuracy of inventory data. By leveraging RFID, retailers can conduct frequent inventory checks without the need for manual counting, thus ensuring that inventory records are up-to-date and reliable. This leads to better inventory management, minimizes the risk of stockouts or overstock situations, and ultimately supports more informed decision-making regarding stock replenishment and sales strategies.

KEY IDEA

Stores partnering with Jesta for RFID cycle counts have achieved consistent inventory accuracy improvements, often reaching 98–99%.

From an operations perspective, the implementation of RFID cycle counts offers significant advantages by reducing the need for manual labor and enhancing data integrity. This technology enables automated and efficient counting processes, which minimizes human error and ensures that inventory records are more accurate and up-to-date. As a result, businesses can manage their inventory with greater precision, leading

to better stock control and reduced instances of overstocking or stockouts. The improved data integrity also supports more informed decision-making, allowing retailers to optimize their supply chain and respond more effectively to consumer demands. Overall, RFID cycle counts contribute to a streamlined inventory management system that boosts operational efficiency and supports the financial health of retail businesses.

RFID-Driven Inventory Management

Inventory Thresholds & Replenishment Triggers

RFID technology plays a crucial role in maintaining optimal inventory levels by sending alerts to store managers when stock levels dip below predefined thresholds. This proactive approach ensures that replenishment processes are initiated promptly, significantly reducing the risk of stockouts that can lead to lost sales and customer dissatisfaction. By

Jesta's integrated system seamlessly connects RFID scans with merchandising functions, creating a streamlined process that automates the generation of alerts and replenishment lists. By linking these scans to the inventory management system, the platform ensures that any changes in stock levels are immediately communicated to the relevant departments. This automation not only reduces the manual labor involved in monitoring inventory but also

automating these alerts, RFID systems help streamline inventory management, allowing retailers to maintain a more accurate and responsive supply chain. This not only enhances inventory accuracy but also supports better customer service by ensuring that products are available when customers need them.

enhances accuracy in tracking stock levels. As a result, store managers can focus more on strategic decision-making rather than routine checks, knowing that the system will promptly notify them when items need to be reordered. This capability is especially valuable in high-turnover retail environments where maintaining the right stock levels is critical to meeting customer demand and maximizing sales opportunities.



Integration and Comparison with Other Solutions

Jesta's Vision Suite integrates RFID data within a unified commerce platform, offering seamless data flow without the need for standalone platforms.

KEY IDEA

Jesta's integration ensures quicker updates across sales and inventory, reducing project complexity and potential syncing issues.

Compared to specialized RFID systems, Jesta provides a cohesive approach that significantly reduces operational complexity by integrating RFID data directly into a unified commerce platform. This integration eliminates the need for multiple standalone systems, which often require complex synchronization and can lead to data discrepancies. By supporting

hardware agnosticism, Jesta's solution allows retailers to work with various RFID devices without being tied to a specific vendor. This flexibility not only simplifies the implementation process but also ensures that retailers can adapt to technological advancements more easily, maintaining a streamlined operation that enhances inventory accuracy and efficiency.



Real-World RFID Success Stories

Real-World Applications and Case Studies

Numerous retailers utilizing Jesta's RFID solutions are significantly improving their inventory accuracy and overall customer service. By implementing these advanced technologies, retailers can maintain a more precise count of their stock, reducing discrepancies and ensuring that products are available when customers need them. This enhanced accuracy not only minimizes

the risk of overstocking or stockouts but also streamlines operations, allowing staff to focus more on customer interactions and less on manual inventory checks. As a result, customers experience a more reliable and satisfying shopping experience, as they can trust that the items they want are in stock and easily accessible.

KEY IDEA

RFID equips the retail sector with advanced inventory tracking and loss prevention capabilities that boost operational efficiency and profitability.





eBook by Jesta I.S.

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