DAVIDsTEA infuses their retail stores with new innovative technology

Elevating customer experiences

The largest specialty tea boutique selects the HP Model R9 POS System to help elevate the customer experience and cut down on inefficiencies.

DAVIDsTEA has had its milestones of success over the years – launching and opening their first store in 2008, expanding to the United States in 2011, and reaching over 200 stores opened in 2016. Their approach to the customer experience is a belief that tea is a journey where fun, wellness and knowledge never end. Their store front and technology are no different. With over 100 types of tea and the largest collection of organic teas and infusions in North America, the retail brand's main intention of bringing quality tea and above-and-beyond service to their customers is, and needed to remain, consistent across their store expansions.

"It's no secret that we offer a fun and accessible in-store experience," says April Sabral, Vice President of Retail Sales and Store Operations. "As we approached our 10th anniversary, we needed to find a way to simplify the shopping experience for our educated fan base who know what they like and visit our stores to purchase their favourite blends, or even a single cup." Always looking to enhance their tea storytelling through innovative store design, DAVIDsTEA recently tested a new store concept with cutting edge fixtures and an increased selection of pre-packed tea. DT 2.0 was designed to better accommodate customers according to their purchasing habits, particularly those in a rush, but they needed the technology to support it.

Any new workstation considered for their POS system would need to play a pivotal role in being able to streamline store flow. This pilot refresh wasn't just about appearances or the front-end experience, either. The retailer was also revamping its Microsoft Dynamics ERP, which meant making software decisions that would support its growth in the future.

Over 200 stores across North America, offering 100 types of tea.

Brewing a new standard

Since 2011, DAVIDsTEA has been a longstanding HP customer with integration across the organization.

DAVIDsTEA's continued interest in the new products in HP's PC portfolio has grown year over year, always wanting to test the new devices and models, eventually resulting in the adoption of HP printers.

Having had a positive rapport with the technology brand and overall experience with HP products, DAVIDsTEA decided to build on their seven-year, trusted relationship for its new retail POS system. They began replacing their legacy POS system through a slow rollout at the model test stores with the HP RP9 Retail System, an 18" all-in-one solution.

Powerhouse performance and reliable engineering of the RP9 Platform made it a top candidate to handle the retailer's in-store constant uptime requirements. DAVIDsTEA handled the deployment with their IT team and resources, rolling out 120 sleek units across its store network.

The roll out didn't just stop there - DAVIDsTEA continued to build their retail workspace with a range of integrated HP peripherals, such as the HP Cash Drawer, HP Barcode Scanner, HP Receipt Printer and finally, the HP Pole Display for POS.

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Steeping real connections

Since the approach and method to their new concept store leveraged the shopping habits of several customer profiles, DAVIDsTEA chose to integrate this new technology in a new way.

DAVIDsTEA segmented their POS stations to better accommodate consumer habits. Customers could engage at the tea bar on one end, and checkout at the other. Even better, there was an overall reduction of footprint thanks to the compact size of the HP RP9. This efficient combination showed time-saving results from the start – for both customers and employees.

For customers, choosing a new tea can sometimes be overwhelming. DAVIDsTEA employees, Tea Guides, are meant to be a guiding force on the front lines that help their customer at every step of their tea experience – from tasting to purchase.

With the segmentation of the POS and the efficiency of the technology, customers were able to undergo the full DAVIDsTEA experience – and quickly.

"Thanks to the addition of a new station and the introduction of the RP9 POS, customers are able to spend more time exploring with our Tea Guides and less time waiting in line," says Sabral.

The deployment also helped improve to employee satisfaction and productivity, both in stores and at its Store Support Centre (SSC). For in-store employees, they're now able to spend more time sharing their knowledge and passion with their customers alongside their journey to discovery. Chris Hamilton, IT

Manager for DAVIDsTEA, says SSC employees also benefitted from the newer and faster hardware by allowing them to do more with less time. "Deploying and working on the RP9 is much more efficient. All-in-one technology reduces system footprint and simplifies troubleshooting," he says.

HP has also helped to increase productivity and extend the reach of DAVIDsTEA's support team through HP Carepack warranty services. "In addition to the newer, faster hardware offered by the RP9, we now enjoy 4-hour response time, including weekend coverage, allowing us to return units to service much faster when failures occur," says Hamilton.

4-Hour Response service

has allowed DAVIDsTEA's IT team to effectively support and manage their stores, regardless of location, and avoid a disruption in service to their customers.

To infini-tea and beyond

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DAVIDsTEA's new POS plays a critical role in its growth strategy as they continue to stay committed to elevating their POS experience for their customers and their employees.

Based on the feedback from the pilot store team, DAVIDsTEA selected the RP9 as its standard POS device, with all new locations being outfitted with this model. Incredibly pleased with this solution, they have rolled out the RP9 to an additional 80 stores and will be retrofitting another 45 this year.

As DAVIDsTEA undergoes transformation of their retail experience, they continue to rely on broad range of retail platforms available from HP to address various in-store workflows. To address peak time demand, for instance, DAVIDsTEA's IT department designed a mobile cart to house HP MX10 Convertible Tablet POS, HP Receipt Printer, a pin-pad and bags, which can easily be wheeled into the store creating another transaction point without compromising the customer experience at check-out.

Windows-based architecture and expandability of the HP Convertible POS Solution allowed DAVIDsTEA's project team to reduce complexity typically associated with 'lane busting' and mobile payments, as a result of deploying the solution in select stores in just weeks from inception.

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A new era brewing for retail

Digital transformation is setting a new equilibrium for retailers—one that requires an innovation culture, customer centric mindset and data-driven performance. DAVIDsTEA is braving the disruption with HP at its side, as they push to redefine customer engagement and capture new business potential. This kind of disruptive behaviour begs the question of what this specialty tea boutique will brew next.

For more information on HP Retail Solutions,
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