MC Group Increased Customer Convenience Using Scalefusion

MC GROUP

About the Company

Headquartered in Bangkok, Thailand, MC Group Public Company Limited and its subsidiaries started business in 1975 with an aim to become one of the leading organizations in the apparel and lifestyle business in Asia. The company began with manufacturing ready-to-wear jeans, by order, mainly for foreign distributors. Thereafter, the company began to manufacture ready-to-wear jeans under its own brand "Mc". Since then, the company has expanded its product range and introduced new brands to respond to demands from various groups of customers. It is committed to offer and manage varieties of products to serve customers with different lifestyles and to ensure the highest stakeholders' and customers' satisfaction through their quality products with reasonable prices, extensive sales network and quality services.

Business Goals

MC Group formulated its business plan to drive the organization to meet its financial targets in the future by achieving revenue growth of 12-15% per annum. It has even launched a new online distribution channel, www.mcshop.com, offering mostly apparels and lifestyle products. Through their online channel, the MC Group looked forward to raising brand awareness as well as providing customers with higher convenience leading to higher sales. In line with this strategy, the company decided to deploy Android tablets at all their shops to order items for their customers from their online store, which are not available in their brick-n-mortar store.

Challenges

MC Group's purpose of deploying Android tablets in the store was primarily to provide the customers with more products. However, after the deployment, their challenge was to ensure that sales staff does not get distracted by accessing social media, watching videos, listening to music, or downloading gaming apps. Unnecessary surfing leads to more data usage, creates a dip in productivity and creates security concerns with users downloading malware-laden third-party apps. In addition, they also wanted to prevent any operational mistakes while using the device, made by their staff.

Industry

Retail

Solutions & Features

- Android Device Management
- Kiosk Lockdown
- Application Management
- Real-time Tracking
- Custom Branding
- Website Whitelisting
- Reports and Alerts

Key Benefits

- Improved end-user experience
- Increased sales
- Reduced data costs
- Distraction-free working environment for staff
- Remote device monitoring for performance and security
- Centralized device management

Why Scalefusion

- Industry-leading UEM provider with simplified and intuitive mobile device management experience
- Easy to configure, deploy, and upgrade devices and apps across the entire lifecycle
- Leading choice for a scalable solution with multi-OS support

Solution

MC Group only deployed the Android tablets in the store for customers to browse through their online items. To meet this purpose, they cannot afford any misuse or mishandling of the tablets by their staff. Hence, they searched online for a software solution that could help restrict online access. After researching online, MC Group settled with Scalefusion, a cloud-based mobile device management solution, which will restrict access to authorized websites and apps only. The IT team could manage all their deployed tablets in real-time, over the cloud, from a centralized dashboard. Locking tablets in kiosk mode ensured that staff does not access social media or any other entertainment sites or applications. The IT admins could seamlessly whitelist websites and apps to disable device misuse. The Scalefusion dashboard allowed the company to create a personalized brand on the tablets for an enhanced user experience. The IT received real-time alerts on the device performance: battery, data usage, which apps and websites are used, etc. The company witnessed an increase in the productivity of the sales staff by minimizing problems from accessing unauthorized websites and apps. Hence, MC Group was able to successfully implement its strategy and achieve customer convenience and as a result higher sales.

Key Results

Deploying Scalefusion fetched a number of benefits to MC Group including:

• Access to a centralized user-friendly Scalefusion dashboard
• Increased productivity
• Reduced instances of errors caused by accessing unauthorized apps

Testimonial

"Price and features of Scalefusion are competitive with other solutions. It has immensely helped us to increase the productivity of the sales staff by minimizing distractions and operational mistakes. We got fast and efficient support whenever we faced any problems and most importantly the software is consistently enhanced and expanded."

About Scalefusion

Ambitious companies around the world trust Scalefusion to secure and manage endpoints including smartphones, tablets, laptops, rugged devices, POS and digital signages. Our mission is to make Device Management simple and effortless along with providing world class customer support.

Enterprise Sales & Partnerships

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