



## TOKYU HANDS CORPORATION (System Vendor: HANDS LAB INC.)

6-27-30 shinjyuku-ku, shinjyuku, Tokyo, 160-0022, Japan  
Tel: +81 (0) 3 5155 5311 <http://www.tokyu-hands.co.jp>  
Established August 1976  
Number of employees: 2,737 (1,252 Male and 1,485 Female)



### 【Point of application】

- Ordering and Inventory Control
- Customer Relations Support

Device: AsReader® ASX-520R  
Install Date: Sep. 2015

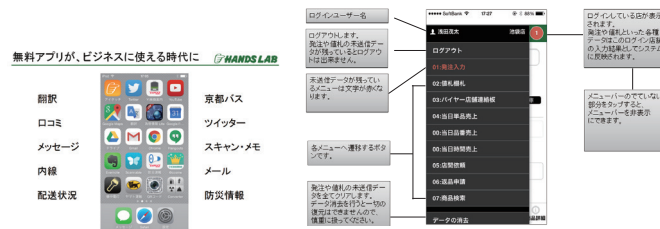
This case study was based on the information available on October 2015



Tokyu-Hands Corporation CEO  
**Mr. Hasegawa**

HANDS LAB INC. controls the whole information system for the well-known department store, TOKYU HANDS INC. When it came time to review and replace their legacy/conventional PDAs for their shop-staff, they selected the set of an iPod touch® with AsReader® 2D scanners instead of a handheld terminal. HANDS LAB INC. felt that when considering customer satisfaction from the point of view of the customer, selecting sleek consumer devices over clunky industrial devices is the "trend of the times."

## Improved customer satisfaction with AsReader® and iPod touch.



### Problems

- Business/Industrial PDAs do not have a powerful browser to access the Internet. Furthermore the legacy/conventional PDAs were unresponsive to aiding shop staff in tending to their various customers' needs.  
(For example: translating a train-timetable for a foreign tourist shopping in the store.)

### Solution

- Connected AsReader® and the iPod touch® with Tokyu-Hands' system via a business app made by HANDS LAB INC. Daily tasks, such as inventory management, price checks, and order processing, as well as advanced functions like translation and delivery tracking were installed to improve customer satisfaction.

### ResultS

- By actively taking advantage of various free apps, many kinds of new communications have grown between staff and customers.
- When the AsReader® with iPod touch® was first introduced as the replacement device to the staff, their immediate response was, "if it's a smartphone app, we can understand it without any training." In fact, training time was reduced dramatically.

### Consumer products are absolutely the best!

The recent trend is that consumer devices are much less costly than clunky, old business devices. They have better performance and there are many useful, free apps available to them. We made a decision to go with the iPod touch® and never looked back!

**Comments from President Hasegawa:**

### This is the trend of the times. We shouldn't try to resist it.

When you see something and think, 'Whoa, this is a great product!' you instantaneously pull out your smartphone and snap a photo of it. When you think of something you want to search for, you don't wait to get back to your PC, you pull out your smartphone and look it up straightaway. Likewise, it is only natural to use your smartphone in this same way at the office.

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<https://AsReader.com>