

IKEA  
Wedding List System**Background**

IKEA is probably the world's best known retailer of home furnishings and products. With 90,000 employees in 44 countries selling 9,500 lines, IKEA turned over €23.1bn in 2010 with a substantial portion of that attributed to its UK sales operations.

Always striving to build on their solid buying model, IKEA identified an opportunity to offer a unique style of service for couples about to be wed.

**Challenge**

IKEA wanted to introduce an automated Wedding List system in order to facilitate their customers' wedding list shopping, and to encourage incremental purchases by these visitors.

**Selection**

The Bristol branch of IKEA found the DCSL Software website through Google Adwords and an initial meeting was arranged. Following this, system architects created a detailed specification of the system which was presented at a subsequent meeting, prior to their selection to produce the full application.

The specification remained constant throughout the development and implementation of the system - testament to DCSL's quick and thorough understanding of IKEA's requirements.

**Solution**

The system allows couples to visit the store and, together with an IKEA Wedding List representative, create a personalised wedding list. This list is then made accessible via in-store kiosks and the Internet to wedding guests.

When guests visit the store, they may print an up-to-date copy of the wedding list, detailing items that have already been purchased and the in-store locations of the remaining articles.



From the outset, an essential part of IKEA's requirement was that customers would have to visit a store in order to buy from the wedding list. By actually visiting and walking around the store, the customers are inspired to make other purchases - incremental business to IKEA - and the calculation of this extra revenue was to be a key measurement of the system's success.

Another stipulation was to ensure this system did not have to directly access the internal IKEA database. DCSL developed a sophisticated import utility to accommodate this requirement, thus delivering the data needed by the new system.

**Future Plans**

The success of the Wedding List System, and in particular DCSL's proven ability to import data from IKEA internal systems, opened the door to further utilisation of that data.

One further application for this data was immediately identified. Some items in the Marketplace section of IKEA stores do not carry prices, leading to customer frustration and a drain on employee time. DCSL was commissioned to develop a Kiosk system, similar to the Wedding List Kiosk, that would allow customers to check items' prices quickly for themselves.

DCSL selected the unique MicroKiosk™ from manufacturer Symbol for the facility itself, and developed a system that includes a barcode scanner, so that customers could simply wave the item in front of the Kiosk and have the item's identity, location and price confirmed on-screen.

Whatever future applications may be developed, the Wedding List System, conceived by IKEA and realised by DCSL, has already more than paid for itself in incremental business, and has proved to be a match made in heaven!

To learn more, please get in touch by phone, email or via our website at [www.dcssoftware.com](http://www.dcssoftware.com)