Coles and Hiku improve the shopping experience

Video Transcript

[Voiceover] Everyone's a winner in the new era of smart retail. Thanks to digital technology, shopping is faster, simpler and more convenient than people ever could have dreamed. Here at Accenture, we're working with innovative retailers such as Coles, one of Australia's leading supermarket chains. Today, customers at Coles have a choice. They can enter one of more than 770 stores across Australia or shop remotely using the Coles online website. With more and more customers relying on personal devices, Accenture and Coles know the time is right to take shopping into the future.

“Coles aspires to be a world-class food retailer and we operate in an extremely competitive market so innovation is extremely important.”
Michelle Webb, Head of Digital Marketing, Coles

That's why we are jointly trialling Hiku, a Wi-Fi-enabled device that's compact enough to sit in the family kitchen. Hiku can be used to create shopping lists and manage the entire shopping experience.

“Convenience is really important to our customers at Coles Online which is why we're keen to deliver innovative solutions like Hiku to make the shopping experience a little better every day.”
Brad Foenander, Head of Operations Development, Coles Online

Using Hiku, everyone at home can help add to a digital shopping list. They issue voice activated commands or simply scan the barcodes of the grocery items that they want. Hiku, together with Coles mobile app remembers customers' purchase history and can offer suggestions. Customers who want their shopping delivered can order through Coles Online at the touch of a button. But in this case, Hiku
syncs the list of groceries. It even arranges the items by their aisle order in the store. At Accenture and Coles we know that life is busy. Together, we’re eager to turn shopping into a pleasure and ensure that customers never forget an item. Fast, simple and convenient. The future of shopping is here.

“Through our partnership with the Accenture Tech Labs, we’ve worked hand in hand with Coles to be disruptive and nimble and deliver a better customer experience.” Nhung Mason, Managing Director, Accenture

“The trial of Hiku with Accenture was a success – 96% of our customers stated they would continue to use Hiku because it made shopping at Coles simpler.” Michelle Webb, Head of Digital Marketing, Coles

“Hiku has been a great example of Coles and Accenture working together to deliver innovative solutions for our customers and involve them in the development process as we go.”