



## Software robots in the NAY retail chain help manage seasonal customer surges

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**Martin Ohradzanský**  
NAY & Electro World, CEO

### 1. REQUIREMENTS

- **Streamline administrative processes** and eliminate bottlenecks
- **Improve customer satisfaction and loyalty**
- **Eliminate errors** inherent in any manual operations
- **Reduce business risks**
- **Increase employee job satisfaction**

### 2. SOLUTION

- Perform an **audit** and select suitable processes for RPA in tandem with an integrator who provides know-know and best practices from other retail companies
- Deployment of the **UiPath software platform**
- Automation and **optimisation of selected processes**

### 3. RESULTS AND BENEFITS

- Ensuring **seamless processing during surges in online sales** without the need to hire temporary staff
- **Eliminating bottlenecks** that could otherwise lead to **unnecessary delays**, such as when refunding customers, handling complaints, and checking the availability of goods.
- Improving customer service by **speeding up processes**
- **Freeing employees from repetitive monotonous tasks**, thus increasing their job satisfaction
- **Reducing the costs of part-time labour hired to help** with seasonal sales fluctuations

# NAY & ELECTRO WORLD

RETAIL AND SERVICES



The consumer electronics retail business has always been seasonal, but with the growing popularity of promo events such as Black Friday, as well as measures during the pandemic, traditional fluctuations in demand are now even more pronounced. High seasonality also causes increased pressure on staff and a need to hire temporary workers. This results in an increased administrative burden as well as the need to quickly train and onboard temporary workers.

In recent years, due to the growing share of online sales, the NAY chain of electronics retail stores has experienced the biggest seasonal manpower challenges in their back office and call centre. With management pondering how to address this chronic problem more innovatively, the topic of automation inevitably came to the table. As a matter of fact, under the leadership of NAY's CEO Martin Ohradzanský, digitalisation has been part of the company's long-term strategy for several years. One key idea was to try to automate monotonous, labour-intensive, and time-consuming processes and activities that put the greatest strain on inhouse staff during seasonal fluctuations.

## An analysis – the right choice

NAY decided to embark on their automation journey only after a thorough analysis and audit. Special software on employees' computers in the back office and in the call centre tracked how much time people were spending on selected tasks and processes. As a result, managers quickly got an idea as to which processes were the most time-consuming and where the potential for streamlining was greatest.

From the very beginning of the automation project, NAY's management worked with Soitron experts. Our role as a technology provider was much wider than just designing and deploying robotic process automation (RPA) software. Soitron also co-developed the strategy and provided consultations on the selection of suitable processes and suggestions for their optimisation.

Along with identifying suitable processes, it was extremely important from the outset to explain to NAY's employees at all levels why the company was introducing robotics and what the objective was. *"People are apprehensive about automation. That's why we put a lot of effort into explaining that we were not going to lay anyone off. Rather, the aim was to stabilise the team, create conditions to be able to cope with seasonal surges, and allow employees to pursue higher added-value work,"* explains Ohradzanský.

## Deploying software robots

The first process that the audit identified as the most suitable for software robotisation was the processing of order cancellation requests. Cancellations may seem to be a simple matter; however, in the background, staff must do multiple manual checks in different systems (such as checking whether the item has been dispatched and paid for and where it is located) which they then base their next steps on.

NAY's call-centre agents handled thousands of such cancellation requests a month, which took up a significant portion of their total capacity. By introducing software RPA, the call centre has been able to save up to 90 % of the time that agents used to process cancellations. As a result, they are now more available to customers for other queries that a robot cannot handle.

*"With the automation in place, our team's work is not over yet. We then work with the client to support and further develop the project."*



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RETAIL AND SERVICES

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**Martin Ohradzanský**  
NAY & Electro World, CEO

Similarly, NAY, in cooperation with Soitron, automated the process of handling claims within the extended warranty period at the call centre, and it prepared the automation of selected HR and finance administrative processes for deployment to live operation. These include processes such as checking customer payments for goods, checking and processing supplier invoices, checking the attendance of temporary workers and checking the calculation of meal vouchers.

The common denominator of all processes that have undergone or are yet to undergo automation is to remove bottlenecks and increase staff efficiency and job satisfaction while also improving customer service.

## A growing number of sites and processes

The robotisation and process automation project in the NAY retail chain is still in its infancy, given its extensive and ambitious plans. The rate of return on investment is yet to be evaluated by the management, but it is expected to range from three to twenty months depending on the process type.

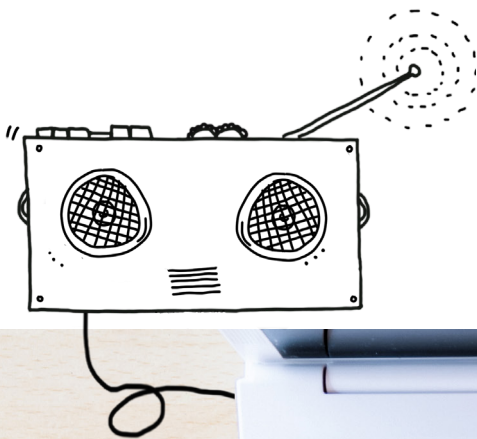
The experience and preliminary results so far are positive. Ohradzanský can already state that the vast majority of employees have accepted software robots and that they appreciate their assistance. Moreover, it has given many of them a new working impulse.

“Our people also started coming up with suggestions on how to further optimise and improve the processes,” he explains. The collaboration with Soitron’s consultants resulted in a list of processes suitable for automation as well as suggestions for organisational changes in management and for process optimisation.

Meanwhile, process automation continues to advance. New processes are being added to the “automated family”, and some of those that are already in operation are being introduced to new sites in Slovakia and the Czech Republic. For example, automating cancelled order processing makes the job easier for call-centre agents, relieves the burden on sales staff, and ultimately improves customer service. In fact, one of the main goals of automation is to improve customer care and thus increase customer loyalty by reducing waiting times, providing better information and introducing new self-service options.

## Bold visions

“Our experience so far has shown us what software process automation can do. Our plan is to now extend this concept to other departments and processes, i.e. to apply robotisation wherever it can help us relieve the burden on people,” explains Ohradzanský. He says the NAY retail chain processes that a robot will help with in the future will include things such as checking the availability of goods and binding orders to suppliers as well





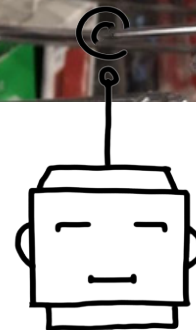
as staff onboarding and offboarding and central warehouse logistics, where multiple administrative tasks can be automated.

Thanks to automation, NAY's vision is to be able to handle even the highest peaks in demand solely using inhouse staff in the call centre, stores, warehouses and back office without the need for any temporary workers. *"I am confident that we can do this. We will be more efficient, and we will increase our long-term competitiveness and create conditions for our further growth and the strengthening of our market position,"* adds Ohradzanský.



**NAY a.s.**

NAY a.s. is the largest specialised electronics retailer in Slovakia with a market share of approximately 25 %. It has been on the market since the early 1990s. Its history is particularly interesting, given the fact that it was founded without a legacy of a mature market to draw experience from. As a consequence, it has had the lion's share in shaping today's retail landscape



in Slovakia, and in the entire central European region. Currently, NAY a.s. has 39 NAY stores in Slovakia and 40 Electro World stores in the Czech Republic.

[www.nay.sk](http://www.nay.sk)  
[www.electroworld.cz](http://www.electroworld.cz)

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Soitron is a Central European integrator operating in the IT market since 1991. The company's philosophy is to constantly move forward, and that is why it is a leader in implementing unique technologies and innovative solutions. It offers its clients products and services in the field of robotization and process automation, cybersecurity, data centres, IoT solutions, IT outsourcing, communication and network solutions, IT support and advisory. Its product portfolio includes smart police car solutions – Mosy and cybersecurity services – VOID Security Operations Center.

Soitron is a part of the Soitron Group and employs more than 800 international experts. The group brings together professional teams in Slovakia, the Czech Republic, Romania, Turkey, Bulgaria, Poland, and the UK.