

Elevating AutoZone's customer engagement with ⊕SCANOVA

Company Website

www.autozone.com

Company Size

10,001+

Industry

Retail

Headquarters

Memphis, Tennessee, United states

Company Details

After market automotive parts and accessories

Challenge

Autozone faced the need to enhance efficiency to offer a great user experience. Before Scanova, they used multiple tools that only served them for sometime with a lack of access to necessary analytics and data.

Outcome

AutoZone significantly improved operations and customer engagement with Scanova's QR Codes, generating over 12 million scans. They used Website URL, App Store, and Document QR Codes for many use cases. This led to enhanced customer satisfaction, informed decision-making, and cost savings.



INTRODUCTION

AutoZone, based in Memphis, TN, is a prominent retailer and distributor of automotive replacement parts and accessories in the United States, Mexico, Brazil & Europe.

With a network of over 6,700 stores, each location offers a wide range of products for cars, SUVs, vans, and light trucks, including both new and remanufactured components, maintenance items, and various accessories.

With millions of people relying on AutoZone's services, the need for improving efficiency and accessibility became quite evident.

To achieve these goals, **AutoZone partnered with Scanova**, a leading provider of QR Code generation solutions.

This comprehensive case study delves into how AutoZone strategically leveraged Scanova's QR Code Generator to improve its services for a seamless user experience.

CHALLENGES

AutoZone faced several challenges before using Scanova's QR Code Generator:

1. Lack of cohesion:

Earlier, AutoZone used multiple online QR Code generators. And as per them, these websites served them for a short period of time but failed to produce results over a long term.

2. No dynamic QR Codes:

The QR Codes used by AutoZone lacked important features associated with dynamic QR Codes. This was leading to many problems, including the inability to update the QR Code's links and more.

3. No access to analytics:

AutoZone is big on analytics, behind everything they do. The use of QR Codes through basic online generators didn't get them the analytics and data they needed.



SOLVING THE PROBLEM WITH SCANOVA QR CODES

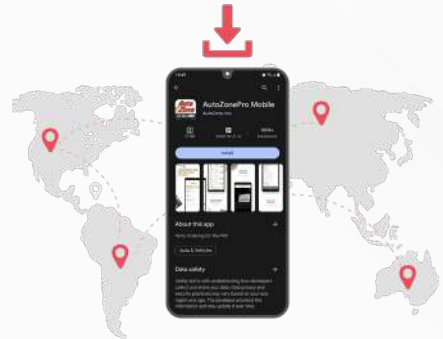
AutoZone's partnership with Scanova introduced innovative solutions that addressed these challenges:

1. Tracking app downloads:

AutoZone used an App Store QR Code on their print materials (in-store and advertisement boards outside). Being able to create dynamic QR Codes was helpful for them.

Additionally, users could effortlessly scan these QR Codes with their smartphones to instantly download AutoZone's app.

This approach empowered users with accurate information and resulted in little to no confusion with a sense of reliability on AutoZone's services.



2. Ease of use:

AutoZone's team found it really easy to work with Scanova's QR Code Generator. The core team was also able to train other staff members without any roadblocks, which further endeared the tool to them.

IMPLEMENTATION OF THE NEW TECHNOLOGY

The adoption of Scanova's QR Code Generator was meticulously executed by AutoZone's team:

1. Seamless integration:

AutoZone collaborated closely with Scanova to seamlessly embed QR Codes in their stores, print & marketing materials, and more.

2. Creating templates:

AutoZone put this collaboration to perfect use by creating QR Code templates in Scanova's dashboard. This helped them make their operations speedy and efficient.

RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on AutoZone's operations and customer engagement.

Using Scanova's QR Code, they received over **12 million scans**, till date and the count is only going up.

AutoZone created QR Codes in these categories:

- Website URL QR Code
- App Store QR Code
- Document QR Code

↑ **1,20,00,000 +
Scans**

The App Store QR Code directed to AutoZone's app, and the Document QR Code facilitated product info access.

The Website URL QR Code was primarily for directing customers to their Google review page.

Let's now see how it helped them!

1. Improved customer engagement:

Customers appreciated the convenience of accessing product information, websites, blogs, tutorials, and more via QR Codes. This has led to increased customer satisfaction and loyalty.



2. Data insights:

AutoZone gained valuable insights into customer behavior and preferences through QR Code scans. This data helped the company make informed decisions regarding product offerings and marketing strategies.



They also now have a central dashboard to manage all the QR Codes.

3. Cost savings:

AutoZone also started to save up on printing and marketing material costs. They don't have to destroy the older print and marketing materials anymore.

They now change the URL/other details via Scanova's dashboard.



THE FUTURE

AutoZone is highly satisfied with Scanova's QR Code Generator. They plan to be consistent with it, as they have been doing for the past 6+ years.

They plan to strengthen their relationship with Scanova further.

AutoZone also plans to add QR Codes for all things big and small. Their aim is to make the customer experience more memorable and fun.



THE CONCLUSION

AutoZone's partnership with Scanova's QR Code Generator played a pivotal role in enhancing customer engagement, increasing app downloads, and more.

By harnessing the power of QR Codes, AutoZone not only improved the user experience but also gained valuable insights that allowed them to stay competitive in the automotive aftermarket industry.

This case study underscores the importance of leveraging QR Code technology to stay ahead in today's dynamic retail landscape.



About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

scan me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io.