



Customer Success Story

bofrost* Italia

Digital Payments
for a Trusted World



The collaboration with bofrost* Italy is a significant success story considering that it was developed in the year of the first wave of the covid-19 pandemic.

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70%

compared to normal volumes.

“Worldline turned out to be a reliable partner, able to provide us a full solution and, at the same time, to work with us on our unique project - said Guido Cescon, CIO of bofrost* Italia S.p.A. - The collaboration allowed us to generate new business opportunities and improve our sales process by adopting the kind of ideal technology that we had had in mind since the beginning”.

The severe restrictive measures on mobility introduced by the Italian government in March 2020, combined with the many health concerns caused by the pandemic, highlighted the relevance of the combined services offered by Worldline and bofrost*: food delivery at home by bofrost* and mobile POS in addition to accepting contactless cards by Worldline. The new scenario has enormously increased the sales volumes of bofrost* ; only in the second half of March sales saw a **daily increase of 70%**, compared to normal volumes.

Worldline was able to support bofrost*, guaranteeing the full availability of both **R&D and tailored Operations and Logistics services**: that allowed bofrost* Italia to be 100% operational even during the pandemic period, also having a role in social responsibility helping people and families who are alone or unable to move.

Through all their channels (door to door, telemarketing, internet), bofrost* aims to become a trusted consultant for their customers, as already happens in traditional face-to-face stores, advising the customers, providing updates about bofrost and their products. To enable the door-to-door seller or the delivery man to perform that role, two challenges had to be dealt with: the sales “administrative” activity had to take up as little time as possible and the necessary spaces and tools had to be reduced while still properly performing all the marketing activity needed.

To address these needs, bofrost* has chosen primarily to focus on managing product information and customers enquiries, **simplifying the administrative part, and then making the user experience for payment quicker and easier**, accepting all the methods available on the market, including digital and contactless and combining convenience and speed with the support of a brand well recognized by the market.

The project with Worldline, which began in the first half of 2019 and was piloted at the end of 2019, took its origin from the decision to equip the sales force with a portable, robust and versatile tool, running at the same time advanced Apps and payment functionality, extremely flexible printing and fast connectivity, which is able to fit any sales’ needs, from the home selling process, to the delivery throughout the national territory.

The agreement with bofrost* foresaw a roll-out of **1500 Move/ 5000 portable terminals** with the high-end configuration, including multi-communication modules and the on-board camera to offer **flexibility and technology in food ordering and delivery process**. In addition to hardware, Worldline guaranteed the **remote management services (TEM)** and customized maintenance services, enabling all delivery stations to be able to promptly replace the hardware in case of problem or damage.



Working together at Ingenico's software laboratory, Worldline and bofrost* took advantage of the great programme availability of the terminal, and integrated the payment functions with the external **Android App** to launch the printing of the **legal receipt** as well as to accept all the innovative digital payment methods, including the **acceptance of electronic meal vouchers**. Worldline has also developed some important customizations for bofrost*.

The partnership with bofrost* is a perfect example of the great commitment that Worldline places towards its customers and this partnership has made it possible to continue supporting bofrost* whose

business increased over 30% in 2020, exceeding the **10 million legal receipts issued by the POS**, of which about 50% were paid with cashless electronic transactions on the same terminal.

Carrying out this activity in mobility has involved the resolution of some complexities, related to the transmission of electronic payments through 4G network technology, the printing of the legal receipt, the acceptance of paper and digital meal vouchers. When it came to the payments aspect, bofrost* decided to involve a market leader able to ensure a continuous innovation in a sector which is constantly and increasingly evolving at the center of consumer demands.

Worldline has been able to combine that leadership position with the willingness to satisfy all customer needs by helping them to implement an off-the-shelf solution.

bofrost* Italia

bofrost* was founded in 1966 in Issum, in Nordrhein-Westfalen, the German region on the Rhine near Holland, from an idea developed by J.H. Boquoi which arrived in Italy in 1987 thanks to the initiative of E. Roncadin. Today, bofrost* is present in 12 countries in Europe and is leader in the sale of frozen products at home, with over 4 million customers, sales of around 1.3 billion euros and over 10 thousand employees. In Italy bofrost* has more than 1 million customers served, a turnover of €300 million and 2,400 employees.

The bofrost* business model is based on 3 milestones: product quality, customer service, logistic organization of the supply chain and widespread presence in the country.

During more than thirty years of life, bofrost* has continuously innovated by bringing the concept of direct sales to the digital channel and by expanding the range to non-frozen specialties (gastronomy, fresh, pastry, wine, oil, etc.) and utility products, always with a customer who is passionate about taste in the kitchen at the core center.

www.bofrost.it

About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

worldline.com



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