AsReader® Case study

Otsuka Corporation

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https://www.otsuka-shokai.co.jp/english
Established July 1961
Number of employees: 8,658 (as of December 31st, 2017)

【Point of application】
- Customer tracking
  (including app development)
- Joint use of RFID/Barcode

Device: Asreader® ASR-0230D
Install date: Nov. 2017

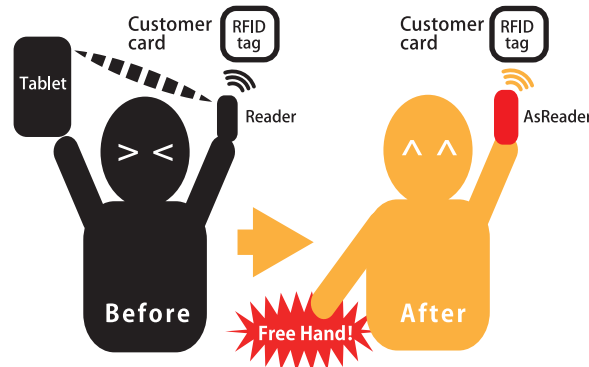This case study was based on the information available on February 2018

Marketing Department
Ms. Sato

Since its establishment, Otsuka Corporation's main principle has been "the customer comes first". Office computerization and business optimization helped support them in this.

RF tags have traditionally been used for customer management at fairs and exhibitions throughout the country, but it was time to replace the terminal to scan them with.
They decided to adopt our AsReader®, a barcode/RFID combo-reader, that is highly appreciated for its iOS® usability and strong security.

Manage customers with AsReader® RFID!
Also a newly developed app!

Customer card — RFID tag — Tablet — Reader — **Before** — Free Hand! — Customer card — RFID tag — AsReader — **After**

Problems
- As a way of customer management during exhibitions, they used to use read tags with an RFID reader that was connected to a tablet via Bluetooth. Because with that method both your hands were occupied and had a bad usability, on-site staff demanded an improvement.

Solution
- By using the AsReader® SLED/DOCK-Type Combo and equipping it on an iPod touch®, customer information could be entered on the spot. It generally reads the RF tags, but on the rare occasion that it cannot read the tag, it can also switch to barcodes.
- In addition to delivering the hardware, we also developed software. We also responded to detailed requests regarding design and usability as needed in order to provide a one-stop service.

Results
- By immediately inputting the customer information after having interacted with the customers, the loss of information due to forgetfulness to input it decreased.
- It's so light that no one will have difficulties holding it in one hand all day.
- Since the app can be used intuitively, there is no need for staff to follow a training on how to operate it.

What is AsReader®?

A portable terminal that you can use smart device-functions on by merely mounting an iPhone®/iPod touch® to it.

Staff opinion

Until now, after we had scanned customers' information we had to return to the tablet to input the data one by one. Since we now use a SLED/DOCK-Type Combo combo device, we can input the customers' data on the spot as soon as we scan it, which is very convenient!
Since I already use iOS® regularly, I can use this device intuitively and easily.

https://AsReader.com