

Largest web shop in the Czech Republic opts for KEBA

With a sales revenue in excess of EUR 400 million, Alza is the largest electronics retailer and e-commerce pioneer in the Czech Republic. Alza offers over 60,000 electronics, home appliance and computer technology products to its customers in the Czech Republic and Slovakia via its online shop. It shares ALL STAR status, holding a place in the Top 10 most admired Czech companies. Now, Alza has chosen to strengthen customer experience by adding KEBA parcel automation to its existing delivery and collection services, offering a convenient new way to collect goods 24-7.

Online orders and parcel collection from “Alza Box”

The Alza success story is based on the growing e-commerce market in the Czech Republic and Slovakia, which it has strongly influenced into becoming one of the largest in Europe. During the past twenty years, the company has been able to steadily raise its sales in tandem with an increase in the number of parcels. Alza actually launched its business model with an online shop for electronics, but now offers goods of almost every description.

Until now, Alza customers had to either pay for delivery or collect their parcels from one of the company's stores, which like post offices, have limited opening hours. However, the company recently decided to offer customers the additional option of collecting parcels from remote parcel stations, called “Alza Boxes” and as a result, has ordered thirty systems from KEBA.

Of these initial thirty parcel stations, more than ten were very quickly installed and put into operation. The short project implementation time proved a tough test for all those involved, but was dealt with in masterly fashion. Rudolf Žůrek, Director of Logistic Alza.cz: *“For us, KEBA’s enormous flexibility proved a positive surprise and served to confirm the integrity of our choice of supplier.”*

Expansion plans

Alza is the only company in the Czech Republic to boast its very own network of parcel boxes. The company already plans to install additional “Alza Boxes” in Prague, then extend into other large conurbations in the Czech Republic and Slovakia until full coverage is attained.

KEBA’s first ever web shop customer

Alza is the first web shop among KEBA’s customers, and according to Michael Landl, the company’s International Sales Director for Banking and Service Automation: *“For us, this confirms a growing trend, which sees an increasing number of companies and web shops looking for solutions to the problem of the last mile. Our proven quality and flexibility again proved decisive in obtaining this new client.”*

KePol

The KePol success story commenced more than ten years ago and in the meantime it has become the world’s leading logistics system for the 24-7 dispatch and collection of all types of goods on a 24-7 basis. In the last twelve years, KEBA has put some 3,000 KePol parcel automats with over 250,000 boxes into operation. Accordingly, with the world’s largest installation basis, top quality and security and high levels of value retention, KePol automats are regarded as the best in the market.

KEBA AG

Founded in 1968, KEBA AG is an internationally successful electronics company based in Linz/Austria and with branches in Germany, Romania, Turkey, Italy, the Czech Republic, the USA, Taiwan, Japan and China. In line with its credo, “Automation by innovation”, for over 45 years KEBA has been developing and producing inventive, top quality automation solutions for the industrial, banking, services and energy automation branches. Competence, experience and courage have made KEBA the technology and innovation leader in all its business areas. And in this regard, comprehensive development expertise and production know-how represent a guarantee for the highest quality. <http://www.keba.com>



In future, end customers will be able to collect their parcels from the online shop from thirty “Alza Boxes” around the clock.



One of the Alza boxes already installed in the Prague area.

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