



Reitan Convenience Sweden

# Driving sustainable growth



**Reitan Convenience Sweden (RCS) looks to exceed customer expectations by making sustainability convenient and convenience sustainable. By partnering with Fujitsu, they are driving out waste from the business – wasted cost, wasted time, wasted emissions.**

## Challenge

Reitan Convenience Sweden needed cost-effective high-quality store support services and application development and management across a wide range of services to offer great working and shopping experiences.

## Solution

Fujitsu provides a full range of advanced store operation services, with central and local application management and development, real time data transfer, and the end-to-end ownership and project management of store IT.

## Outcomes

- Enabling and ensuring real-time data functionality
- Driving and executing cost reduction initiatives
- Consumer experience enhanced as staff spend less time on manual tasks

**“Fujitsu’s deep retail global domain expertise helps us streamline our operations, enhance the store experience, and put sustainability at the core of our business.”**

Henrik Carlsson, CIO & CDO, Reitan Convenience Sweden



**94/100**

All time high  
franchisee  
satisfaction score

### **Delivering more with less**

Reitan Convenience Sweden's 400 stores handle around 350,000 customer interactions every day, which means that on average every Swede visits a store at least once a month. These customers want more – more convenience, more value, more personalization, at the same time, they expect less – less cost, less friction, less waste.

“Our challenge is how to solve this dilemma,” says Henrik Carlsson, CIO & CDO at Reitan Convenience Sweden. “Our future depends on being relevant to our customers. We need to work hard to make sure our customer experience is continually improving so our business grows while our emissions reduce.”

To keep up with customer expectations, Reitan Convenience's Swedish organization continually seeks to remove friction from the store experience and minimize waste across its supply chain. “That's one of the reasons we chose to partner with Fujitsu. Together we make sure each store's point of sales machine works, that payments go through, and that our franchisees can ring a local Swedish service desk to resolve their problems 24/7,” Henrik Carlsson explains.

### **An end-to-end partnership**

Fujitsu's managed digital commerce solutions play a vital role in maintaining business continuity at RCS. From coordinating store openings, refurbishments, and closures to managing external suppliers, Fujitsu's comprehensive store solutions significantly reduce the operational burden within the franchise organization

The partnership ensures that all stores in Sweden can operate efficiently and ensures that merchants focus on their customers and increase sales. POS terminals from Fujitsu help drive down total cost of ownership and increase productivity through high performance and high maintainability. Fujitsu supports Reitan Convenience Sweden to achieve real-time data centrally, so Reitan Convenience Sweden gets better inventory visibility, data management, campaign fulfilment, and improved efficiency of many store-level administrative tasks.

A key requirement for Reitan Convenience's Swedish organization was having a Fujitsu service desk based in Sweden, to ensure franchisees received support from highly skilled, local experts who felt like an extension of their own team. “That's probably why our merchants gave us our highest internal customer satisfaction score of 94/100 this year,” Henrik Carlsson adds.

Advanced store operation services function as a critical single point of contact for the stores, providing real-time information that enables quick, efficient, and sustainable problem resolution. “Fujitsu helps us bridge the gap between our stores, customers, franchisees, and our support office. This connection allows us to gather valuable feedback and insights to continuously improve what we do,” Linnéa Borgström, HR & Sustainability Director, Reitan Convenience Sweden explains.

Industry:

**Retail**

Location:

**Sweden**

Website:

**reitanconvenience.se**

## About Reitan Convenience Sweden

Reitan Convenience Sweden (RCS) is the leading company within the convenience industry in Sweden through its consumer brands Pressbyrån, 7-Eleven and Pressbyrån PBX. Every day, around 350,000 people visit one of its 400 convenience stores in the country. RCS wants to offer its customers a better everyday life by making convenience more sustainable and sustainability more convenient and the company is owned by the Norwegian REITAN Group, which operates in the Nordic and Baltic countries.

## Convenience with a conscience

Reitan Convenience Sweden also has a clear ambition to lead the green transition in retail. As part of its Anthropocene Strategy, by 2030, the company aims to have reached zero waste, to halve greenhouse gas emissions both from its own operations and from its value chains and made sure all its products and services are grown and produced in a way that protects important ecosystems.

“We want to offer convenience with a good conscience,” Linnéa Borgström adds. That means products need to be friendly to the environment and the climate, be produced under good working conditions for everyone in the supply chain and support a healthier lifestyle for customers.

The partnership between Reitan Convenience Sweden and Fujitsu is built on shared values – both organizations believe that a more efficient operation leads to a more sustainable environment. For example, by leveraging remote support, Fujitsu has significantly reduced the number of on-site technician visits. Previously, when systems failed, technicians had to travel to the store for repairs. Now, many issues can be resolved remotely, resulting in fewer trips, a reduced carbon footprint, and lower costs. Additionally, RCS has migrated to energy-efficient data center solutions, further enhancing sustainability efforts.

Looking to the future, Henrik Carlsson thinks Fujitsu will continue to be a proactive and innovative partner. “At Reitan Convenience Sweden, our goal is to make everyday life a little bit easier and the world a little bit better. Fujitsu will continue to be a key partner on this journey.”



REITAN CONVENIENCE



**Fujitsu**

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