

Retail Vertical Case Study

IMPORTANT:

Due to a governing confidentiality agreement, we've refrained from disclosing actual client and solution names. These have been changed to more generic sounding terms and nomenclatures.

Company:

A retail chain, with multiple stores selling upscale apparel, fashion goods and accessories and home furnishings.

Industry:

Retail

Mobile Platform:

Android/Blackberry/iPhone

Business Challenge:

The client wanted to build a reputation for delivering exceptional customer service. That's why, they needed to deliver a personalized, convenient shopping experience while at the same time reducing administrative costs, increasing employee effectiveness and improving sales tracking.

The challenge was to develop a solution for the mobile devices of the store employees so that they could process all the transactions like reading product barcodes and scanning credit cards on the spot, thereby eliminating the need for customers to wait in line at traditional stationary registers. The ultimate aim was to eliminate the waiting time so that customers could spend more time shopping.

Software Solution:

We at Rapidsoft Technologies have developed a mobile POS system that runs on the mobile devices deployed for use by store employees. The solution enables store employees to assist customers from the beginning to the end of the sales process. Using the mobile POS system, sales associates are able to quickly and conveniently log onto the system to open the register, from anywhere in the store. They can easily access basic product information to answer customer questions, and process a variety of cash, credit and debit card sales (by directly connecting to the appropriate payment gateway), without ever leaving a customer's side. To further save time and increase customer satisfaction, associates are even able to manage inventory by item and category, stay on top of the latest product discounts, and even "close out the register."

Key Benefits

- Up to 30 percent reduction in total POS hardware costs
- Up to 20 percent reduction in administrative costs (less paperwork, better sales tracking, more efficient use of store personnel)
- Strengthened customer relationships
- Larger purchases per customer thanks to elimination of wait time at registers
- Increased competitive edge