YLG Mobile POS

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Client: YLG Salon & Spa
Industry: Footwear & Sports
Product: Wondersoft eShopaid
Platform: Android & iOS
Deployment: Multi-store rollout, with expansion planned

THE CHALLENGE

YLG offers multiple membership schemes to its customers, and is the first to offer unlimited usage of a service for members. A customer could be a member of multiple schemes at the same time, could also visit any of the salons in the network, and would still expect the service providers to have complete information about her details, preferences, likes and dis-likes. Identifying members correctly, getting customer feedback, and avoiding misuse of member status were other challenges. The products for the salon were purchased centrally, managed at a warehouse and distributed to the stores, while the products for the retail chain were purchased directly from vendors. Other than the services, each salon retails health & beauty products, which need to be managed. The retailing operations were conducted in a different entity. It was a major task of tracking inventory as fractional quantities of multiple products are consumed in each service.

THE BENEFITS

Although there were two companies, the interface for service and retail billing was kept the same for user convenience. The user works on the application as if it’s a single company. Every salon has a dual touch-screen setup, one for the operator for integrated touch POS, and the other for customer feedback. The customer feedback is compulsory and is part of the billing process. The customer feedback has been used well to incentivize employees and also to know the areas which need improvement. There is a bill of material associated with every service, based on which inventory reduction takes place. A monthly stock audit is also done using the stock audit module. With the integrated SMS module, every customer immediately gets an SMS on completion of the services and bill generation. With access to live inventory levels at the stores, it has been possible to maintain optimized inventory levels. With auto indent (considering min-max levels) and warehouse management modules, the store stocks were replenished automatically. Products were also classified into put-away, cross-dock, direct-store- purchase. It’s a single application, right from the head office to the warehouse and stores, and user training saves on costs and is easily done. With eShopaid, the management team has total control of the business from anywhere and everywhere. There is no IT team, but still every detail is readily available for the core team, be it online pivot-tables, dash boards or reports. Biometric identification of the customer is in trial currently at a few salons, to make it easier to identify members

The solution needed to:

- Reduce customer turnaround time
- Give sales associates access to product and stock information instantly
- Enable billing directly from mobile devices

- Support barcode scanning using the device camera
- Provide a consistent experience across desktop and mobile
- Maintain security and centralized device management
- Reduce dependency on multiple fixed cash counters

THE SOLUTION

Wondersoft extended the existing eShopaid POS ecosystem with a mobile POS solution that allowed Nike sales associates to manage the complete selling journey from mobile devices. The solution transformed the salesperson’s smartphone into a mobile selling terminal.

A Mobile POS built for the modern retail floor

Scan -> Discover -> Sell -> Bill

Using the mobile camera as a scanner, associates could scan an article and instantly access:

- Product information
- Stock availability
- Product pricing
- Applicable discounts
- Order details

The associate could then continue through the order and billing process without being tied to a fixed POS terminal.

HOW IT WORKS

01. Scan the Product -- The salesperson uses the mobile device camera to scan the product barcode.

02. Check Product Details -- The application instantly retrieves product information, pricing, availability, and applicable discounts.

03. Build the Order -- Products can be added and managed directly from the mobile device.

04. Complete Billing -- The salesperson can complete the billing process from the store floor.

05. Print Anywhere -- The bill can be sent to the nearest printer or an existing fixed POS printer.

WHY WONDERSOFT

YLG wanted a solution that can scale with their scaling of their operations. In their evaluation, they understood that Wondersoft web based solutions were the right fit for the slated challenges and the stated needs. Moreover, other than the base product, Wondersoft was able to provide solutions to their other unique requirements. eShopaid is easy to use, affordable software, takes less time to train users and requires minimum support. Being an integrated application, YLG also gets the advantage of managing everything from a single system.

ABOUT WONDERSOFT

Wondersoft was established in the year 1996. With over 100 employees and its head office in Chennai, Wondersoft focuses on unique and innovative solutions for retail and distribution businesses. Wondersoft has over 6000 satisfied customers in India and abroad across various segments. The key differentiator for Wondersoft is that they are also functional experts in the domain, other than IT.

The founders are running their own retailing and distribution businesses since the last 5 decades. The first outlet of the founder was automated way back in 1986. They have constantly upgraded our technology, and are among the few in the industry to have their current version of our products in the latest .Net technologies.

Wondersoft are also pioneers in complete automation of import/export cargo operations for the Airports Authority of India, and executed the prestigious project at the Chennai and Kolkata airports for over 14 years.

THE RESULT

Nike transformed the traditional POS experience from a fixed checkout point into a mobile selling experience. With Wondersoft eShopaid, store associates could engage customers, access product information, manage orders, and support billing directly from the shop floor. The result: less time at the counter, more time with customers.

KEY TAKEAWAYS

Mobile-first selling -- Give associates the tools they need wherever the customer is.

Faster checkout -- Reduce unnecessary movement between the sales floor and billing counter.

Better customer engagement -- Free sales associates to focus on customers instead of transactions.

Connected retail experience -- Maintain a consistent experience across mobile and desktop POS.

Scalable technology -- Build a solution capable of expanding across a large retail network.

TECHNOLOGY

eShopaid • Mobile POS • Android • iOS • Barcode Scanning • Order Management • Billing • Mobile Device Management

QUOTE

"Our partnership with Wondersoft has helped us to actually get to know our customers better. The CRM engine built on top of the existing retail server configuration has enabled us to register, keep track of every single customer and her visits, service preferences, and connect with her via sms, which is great for reducing our customer retention costs." "The design of the system enables us to keep real time track of what is happening at each one of our stores, customer usage patterns, and sales. I would not hesitate to say that our relation with Wondersoft has resulted in very high ROI for our IT investment, and we are happy to recommend wondersoft to all retail ventures."

- Rahul Bhalchandra - Co Founder and CEO , YLG Salon & Spa