

LOOKING AHEAD: SMARTER TECHNOLOGY, MORE MODULES

More than ever before, retailers demand timely and detailed data on store, merchandise and employee performance. AdvanceRetail is committed to meeting this critical need by continuing to extend our smart retail solutions over the coming years, making it an exciting time for you, our clients.

Mark McGeachen, Managing Director, AdvanceRetail Technology



ADVANCERETAIL LAUNCHES WIRELESS GIFT REGISTRY

AdvanceRetail's Wireless Gift Registry caters to any retailer offering a gift registry service to clients, be it weddings, anniversaries or birthdays.

The wireless application, through the use of hand held scanners, does away with the often time consuming process of sales associates accompanying customers around the store. Now the customer is given the scanner and simply scans each barcode as the item is chosen.

The information from scanned items is uploaded directly to the POS terminal or central office system where staff manage multiple lists online. Other benefits include automatic tracking and monitoring of items through to final delivery.



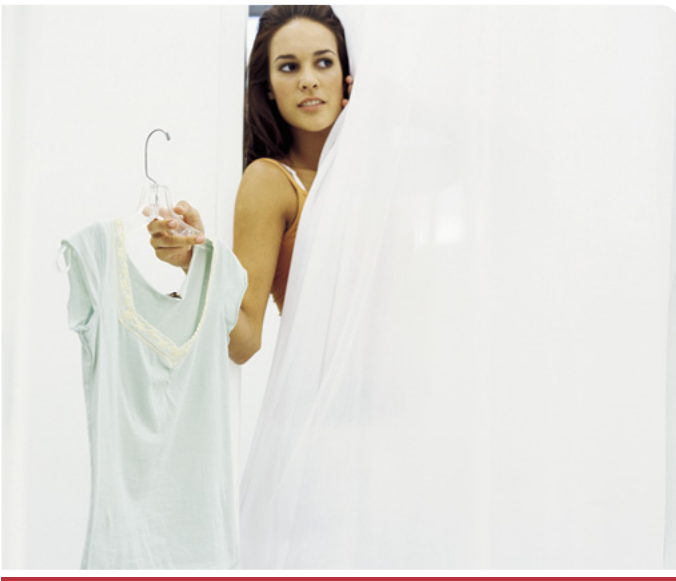
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LESSONS FROM CHICAGO: HOW WEL

Once again AdvanceRetail attended the annual industry gathering at 'Retail Systems' in Chicago. Now into its 15th year it attracted over 3,500 retail professionals from more than 40 countries. There were many lessons and anecdotes, but one of the highlights was the address given by Saks Vice President, Bill Franks, who reminded delegates of the vital importance of creating value for customers.

TAKE 'TIMELY RESPONSE' SERIOUSLY



Saks, one of the largest department stores in the USA, believes it is listening to its customers by offering a supreme level of customer service.

For example, if you step into a Saks' dressing room you are offered the luxury service of call buttons. In order for it to be truly effective, staff are given a mere 45 seconds to respond to the call. Failing that, the call is escalated all the way up to the store manager.

Saks lives and breathes customer service, and backs up its claims with effective checks and controls.

GIVE REPEAT CUSTOMERS THE RESPECT THEY DESERVE

Saks is determined to create meaningful on-going relationships with customers. That means it values repeat customers, and the company is not afraid to drive that message home.

For example, Saks dismissed some sales associates who failed to create the necessary rapport with ongoing repeat customers. Staggeringly, some of these included 'million dollar associates', i.e. sales staff who had accrued over a million dollars worth of transactions per year.

While their sales figures were exceptional, they were largely derived from one-off transactions.



DO YOU KNOW YOUR CUSTOMERS?

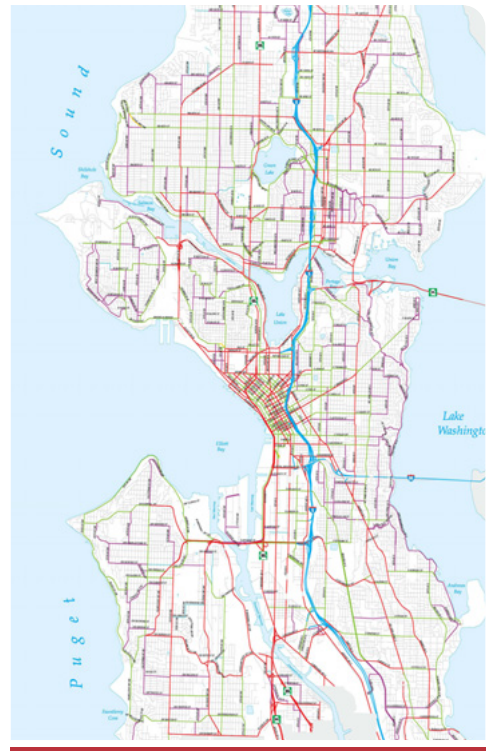
LOCATION, LOCATION, LOCATION... DO YOUR HOMEWORK FIRST!

The value derived from listening to and understanding your customers improves all aspects of retail decision making, especially when deciding on a new store location!

For instance, Saks turned down a potential store location in a certain part of Seattle that appeared to be a good fit, i.e. potential customers with high disposable incomes. Many of the residents were executive employees of companies such as Microsoft and Boeing.

However, it turned out that even though the area fitted the Saks profile in one sense, further research showed insufficient interest among the prospective customers for the typical merchandise associated with a Saks department store.

The purchasing habits of these high net worth individuals centered on such items as top dollar mountain bikes, high tech hiking boots or the latest SUV, rather than Saks merchandise.



CAPTURE CUSTOMER FEEDBACK AT POS

Customers communicate to retailers everyday in a variety of ways and, most importantly, through their shopping habits: when and where they shop, what they do or don't buy, how they pay, and what they say to sales and call centre staff. But, are you as a retailer actually listening to your customers and capturing this information?

Saks incorporates a variety of 'listening systems' that collate both structured and unstructured information about their customers' habits, even down to basic tools such as recording the direct comments made by customers at the counter.



NEW CUSTOMER FACING DISPLAY SCREENS CREATE NEW MARKETING CHANNEL

Whether cross selling or communicating competitive brand messages, AdvanceRetail's new display screen module enhances the dynamic shop floor environment by providing additional marketing channels.

Given the restricted space available, small companion products are often displayed on counters or relegated to posters or showcased behind the counter.

However, discreet standalone monitors which face the customers at the point of purchase, enable relevant web-based advertising material to appear automatically on screen as selected products are scanned.

AdvanceRetail client Amcal was the first company in 2005 to pilot the new Customer Facing Display Screen module.



POSTIE+ GIVES ADVANCERETAIL A+

Postie Plus Group is one of Australasia's largest speciality clothing companies. The Group also encompasses linen specialists Arbuckles and infant product retailers Babycity.

Postie+ turned to AdvanceRetail to centralise its point of sale and retail support systems across all three brands.

"It was obvious from the start that AdvanceRetail really understood our business," said Claudio Ghirelli, IT Services Manager for the Postie Plus Group.

"They are committed. In fact AdvanceRetail has supported us at every level and their responsiveness to our urgent requirements has been outstanding," he added.

Postie Plus Group employs over 1000 people across 110 stores which are all connected by AdvanceRetail technology.



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