

Concept:

- Apparel Retail

Previous POS:

- Retail Pro + Counterpoint

Key Issues:

- Multi-store Management
- Real Estate Optimization
- Mobile Clienteling | CRM



In the pink needed cloud-based POS software to help them reclaim valuable square footage in the store, keep lines down, and provide their customers with the personal service they expected and deserved.

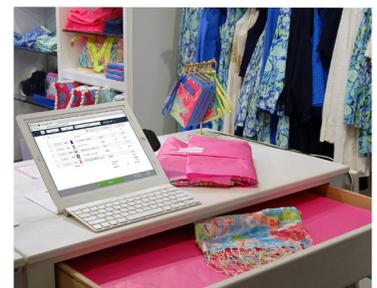
In the pink, the nation's largest chain of Lilly Pulitzer Signature Stores, has 11 storefronts that have become a staple in summer tourist destinations across Cape Cod, Martha's Vineyard and Nantucket. During peak season, in the pink, grappled with long delays during checkout which was seriously impacting their customer's experience. The management team struggled with training seasonal employees quickly using their current legacy POS software and getting them access to key customer information.

Challenge In the pink experienced days when they were so busy checkout lines were out the door, causing some customers to leave without making their purchase, decreasing sales and customer satisfaction. Additionally, with inventory at a premium during a compacted selling-cycle, in the pink needed to optimize their real estate, transfer inventory from store-to-store seamlessly, and empower their seasonal sales associates to be mobile and utilize historical data to sell strategically. The team realized that to grow their multi-store retail business,

they needed a user-friendly, mobile POS solution that had enterprise-grade management features and functionality.

The POS options we found in the market were either too simple or too complex and expensive. It was frustrating. In the end, we challenged ourselves to develop a new POS solution from the ground up” ~ Gordon Russell, CEO, in the pink

Solution When Springboard Retail was rolled-out to the in the pink stores the results were comprehensive. Store Managers were able to reclaimed valuable selling space, the cloud-based point of sale allowed them to rip out sales counters and replace legacy hardware with an iPad point of sale. The first 11 days of in the pink's rollout of mobile POS revealed a 24.5% increase in sales over the same period a year ago. Transaction count was up 6.5%, transaction value was up 17%, units per transaction was up 12%, and total units sold was up 19%. And, even better, items were being sold at higher margins.



In their Boston location, in the pink repurposed 48 square feet of floor space and reclaimed full floor to ceiling use of 6.5 feet of prime wall space. The extreme positive impact continued. Four months after moving to mobile point of sale, in the pink was still experiencing a 23% jump in same-store sales compared with the same period a year prior. Sales associates were able to roam the store to greet customers and quickly pull up a customer's history, check inventory at other stores, and ring up a sale moments after a customer steps out of the dressing room. The ability to access data across all channels and create highly specific custom reports has resulted in higher customer engagement, loyalty and overall profitability.

+6.5%

Transaction Amount

+17%

Transaction Value

+12%

Units per Transaction

+19%

Units Sold