



Concept:

- Apparel Franchise

Previous POS:

- Revel

Key Issues:

- Ease of Implementation
- Multi-store Management
- Customer Service



“Our franchise group was growing quickly and we needed a cloud-based POS system that could keep up with our growth and was easy to implement across all of our stores.”

~ MODE founder and COO, Ciara Stockeland.

MODE, a Midwest-based apparel retailer, sells high-end product at discounted prices. The concept, merging outlet pricing with boutique sensibility, was highly successful after launch in 2007 and owners Ciara and Jim Stockeland, decided to franchise. They have since grown to 8 stores and anticipate 50 MODE locations by 2024. As they onboarded new franchisees, they realized the need for a reliable cloud-based POS and Retail Management platform that was easy to implement.

“The fact that Springboard Retail was built by retailers had a major impact on my decision. There are systems that are designed for restaurants and available for apparel, but when you are choosing a POS system you want something specifically designed for your industry”

~ Ciara Stockeland

Challenge MODE needed a POS system that expanded with them. They initially went with Revel POS but found that poor communication, a difficult conversion process, and the expensive hardware Revel required slowed them down. While searching for Revel support, Stockeland came across Springboard Retail. After a conversation with Gordon Russell, founder and CEO of Springboard, Ciara was confident she'd found the right system and the right organization to support her plans for growth.

Solution Stockeland chose Springboard Retail for the customizable features and multi-store functionality that made it easy to implement in each of MODE's franchise locations. Springboard Retail had MODE up and running in a week, 185% faster than Revel. “In the time it took Revel to improperly implement in 1 store, Springboard Retail POS had been implemented in 7 locations plus MODE's wholesale operation.” said Stockeland. “Converting to Springboard Retail is really simple because it's accessible on any device and the Springboard team is fantastic.”

The MODE team is confident that Springboard Retail will support their growth. “I would definitely recommend Springboard Retail to other apparel franchises,” says Stockeland. “I'm so thankful that I found Springboard Retail. The team is fantastic and the transition from our old POS was super simple.”

Key Springboard POS benefits for MODE's retail business:

- Designed by Retailers
- Complete Retail Management system
- Efficient multi-store functionality
- Customizable features
- Quick-to-start and easy to onboard
- Real-time inventory decisions

of Weeks to Implement Springboard

~ 3 Wk

of Weeks to Implement Revel

~ 24 Wks

8x

Faster to Implement