

“This must be one of the most ambitious roll outs ever”

Steve Biddle
Financial Director

British Heart
Foundation

Are you making human contact count?

With globalisation and the growth of eCommerce, shoppers need a good reason to visit your stores. This can only be achieved if you can make the human contact that you offer your customers in store, really count. This means having staff that are knowledgeable about your products, who are free to serve customers and are able to provide value added services.

Itim offers a series of technology solutions that reduce back-office activity, improve in-store productivity, improve staff scheduling, provide customer recognition, improve product knowledge and contribute to customer services making human contact really count!



The Entertainer:

The Entertainer is the largest independent retailer of toys in the UK, with over 25 year's experience. Experience of buying and selling toys since 1981 is the key to the ongoing growth of the company. In addition the business operates two websites, TheToyShop.com and the Gadgetshop.com

Itim have been working with The Entertainer for a number of years helping with new initiatives in order to improve store operations and help free up store staff time. One such initiative is the introduction of hand held terminals to assist with in-store marketing, stock checking and label production. All of these functions were traditionally done within the back office reducing the shop floor head count by one/two people (or more at certain times).

Ian Pulsford (IT Manager at The Entertainer) commented “There are a number of new initiatives that we are working on in order that we can serve our customers to ensure they receive the customer service that they expect from a specialist toy retailer. Itim is helping with these initiatives and helping bring beneficial changes to our in store environment. Itim are a true partner in every sense of the word”.

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British Heart Foundation:

We were approached by British Heart Foundation about supplying its next generation store systems which could really add value to its business. Charity retailing is so different from traditional retailing and there were many specific challenges that had to be overcome. Charity retailing relies on local customer activity with both manual and complex customer transactions (e.g. Gift Aid), all mixed with the fact that stock is not purchased but donated.

This project was not straight forward, yet we are happy to report that after the pilot of ten sites in September 2009, Itim has rolled out **The Retail Suite** solution to all **six hundred sites**.

Steve Biddle (Financial Director of British Heart Foundation) has stated that “This roll out started in the worst weather for over twenty years making its completion on time even a greater achievement. This must have been one of the most ambitious roll outs ever and, in terms of speed, complexity and scale of execution, it may well be unprecedented. There have been a number of people involved in the project from inception through pilot and to roll out and all have played their part in making it work so well. All can be very proud of the manner in which this has been carried out”.