

## EPoS Case Study

# “Green” start-up uses novel sales approach and Easitill I.T. to beat the recession!

Located in the beautiful Northamptonshire countryside The Beckworth Emporium opened its doors in the Spring of 2009. Founders David Brown and John Kitching have extensive management experience with large Garden Centre chains and wanted to adopt a fresh approach in order to attract and retain customers.

The business takes a “Trader not Stockist” approach maximising year round sales by offering constantly changing range of quality seasonal produce. “If it looks good we want to sell it!” Brown commented. Fresh produce, butchery and outdoor planteria departments are complimented by a vibrant “table service” restaurant which plays a key role in the overall customer experience and contributes significantly to turnover. Kitching confirms: “We have been a lot busier than we expected - in fact we are 50 per cent up on what we expected to take in the first three months.”

With **3,000+ customers per week** through the door and 70 staff to manage the company needed a powerful, but easy to use till system, and were impressed when they saw the Easitill system in operation at other Garden Centres in the UK. “We needed a dependable system that could accommodate needs such as price embedded barcodes whilst minimising training requirements for staff and allowing them to move between departments quickly as needs arise”, said Brown. “Easitill came highly recommended and impressed us with their willingness to listen and the speed at which they provided an economic solution which met our specific needs”, he continued.

At present the system comprises eight checkouts. All have touch screen, keyboard, barcode scanning, cash handling and card payment facilities, those in the fresh produce department also have integrated weighting scales. To handle table orders in



the restaurant Easitill have developed and deployed a totally new hospitality module which now contributes significantly to the operation’s efficiency. Rob Gardner, Easitill MD, said “These days most EPoS vendors sell re-badged versions of other developer’s software making it difficult for them to respond to specific customer needs. The growing trend toward outsourcing system of support can also contribute to delays at critical selling times”. He continued, “With **in-house customer support and software development teams** our users can be certain of a second to none experience from a family operated business which has 20+ years’ industry experience. Although we don’t offer totally bespoke development, our system has many application parameters which can be set



to meet individual customers requirements using a standard software package and this is what we did for Beckworth. Thus the weighing scales and price embedded barcodes had been developed much earlier, but for the Beckworth Restaurant we did a totally new system addition to our pre-existing touch screen software.”

So what comes next? Well, Brown has already begun discussing a project with Easitill which will allow customers to order on-line and collect in store. He said “Once again Easitill has risen to the challenge – we wanted a proactive supplier who would work with us to achieve our objectives and that’s just what we got!”

