

Case Study - The Outlet Garden Centre

Fidelity's Powersuite maximises profitability

Since opening its doors in 2004 the Outlet Garden Centre has:

- Grown to be almost 10 times its original size.
- Opened one of the North's largest discount pet stores, "4 pets"
- Opened a beach bar coffee shop, "Jurassic Perk"
- Launched a "Text club" to alert customers about free plant offers
- Established a reputation for selling large specimen palms

Fidelity are proud to have been involved with the Outlet Garden Centre since day one. A total of eight EPOS terminals running Fidelity's G-PoS touch screen software are used by the Outlet. Five are on the main sales counter and each of these have both wired and wireless scanners. This was particularly important for the Outlet as many of the products

are simply too big to be handled onto the counter.

A further two terminals are sited in 4 Pets with the last one being in Jurassic Perk. All terminals have integrated chip & pin using the Yes Pay Emboss System. All of the EPOS terminals are controlled centrally using Fidelity's Total Control with Stock back office EPOS management software.

The back office software is complemented by Fidelity's Instant Loyalty software. This powerful CRM package enables the outlet to operate a card based customer loyalty system in many ways identical to the Sainsbury and Tesco systems.

According to Mathew Evans, the outlets Director, they sometimes grow too many plants and rather than throw them out they give them away to customers. "We text or email them to let them know we have FREE Cordylines



this weekend for example. Also from time to time they email or text customers informing them of other offers or vouchers or newsletters to collect. Instant Loyalty has built in Text messaging and built in email functions as standard. It also has the facility to produce in house newsletters (Using MS Word). Instant Loyalty is the perfect tool for increasing turnover without having to resort to expensive advertising.

For the majority of garden centres, the facility for the EPOS system to produce plant labels is essential. Total Control with Stock has shelf edge and barcode label production as standard, however for The Outlet the label production was bespoke to be able to use the TEC xxxxxx industrial label printer. As all software supplied by Fidelity is written in house, we have the capability to give the customer exactly what he requires. Most off the shelf EPOS software will only give around 80% of the functionality a customer requires – with the Fidelity solution this rises to 100%.



To find out how Fidelity's Powersuite can benefit your business:
Call 01482 585343 or email sales@fidelitysystems.co.uk

