Böhme, Inc.

An NCR Counterpoint Case Study

Specialty Retail – Apparel

POS HIGHWAY
Experience A New World of Retail POS

"NCR is the only company in the marketplace offering out-of-the-box software that enables you to track real-time sales and analyze how items are moving at each store."

– Mike Spitzer, IT Manager, Böhme, Inc.

Run Your Business

Böhme, Inc. may have opened its doors with just a single storefront in 2007, but it closed its books on 2011 with 12 stores and $8.6M in revenue. But that's just the beginning: The entrepreneurial Böhme sisters, Vivien and Fernanda, plan to open another 28 women's apparel and accessories shops by the end of 2014. According to Mike Spitzer, Böhme's IT Manager, NCR solutions have played an important role in this all-American growth story.

The Böhme chain adopted the NCR Counterpoint retail management system in 2010, adding email marketing, mobile POS and inventory management, and fast credit card authorizations to enhance its operational and marketing capabilities. "As a multi-site operation, we needed better data and functionality than our previous system was giving us," says Mr. Spitzer. With NCR Counterpoint applications, Böhme can customize label

Solution Features

NCR Counterpoint Retail Management Systems

- Offer customer loyalty programs
- Analyze vendor performance
- Provide three-dimensional grids to analyze size, color and width or length of items
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- View inventory across locations
- Offer gift cards
- Maintain detailed customer information
- Provide layaways
- Reduce fraud by monitoring item images at checkout
- Track sales commissions
- Up-sell merchandise
- Track items with multiple units of measure
- See which items sell together
- Pre-plan promotions

templates; transfer merchandise from receiving to all of its different sites; and access critical, accurate data to make purchasing and inventory management decisions. "NCR is the only company in the marketplace offering out-of-the-box software that enables you to track real-time sales and analyze how items are moving at each store," says Mr. Spitzer.

Mr. Spitzer also singled out the POS system's integrated gift card functionality as a benefit to Böhme's business. Previously, the chain had contracted with a vendor to offer stored value cards, but felt nickel and dimed by fees. "Every time a customer swiped her card, it cost us nine cents," says Mr. Spitzer. "All of those fees really added up. With NCR, we can offer our own gift cards and save thousands of dollars each year."

Connect with Customers

Böhme uses NCR Customer Connect to create specialized marketing campaigns, such as a welcome new customer email; a buy one, get one free offer for website purchases; and skinny jeans and colored denim advertising.

Email Marketing that Delivers

Böhme shared the results of a July 2012 email campaign:

- Buy one, get one free offer
- $10,007 in purchases

Sell Anywhere

Böhme uses NCR Counterpoint Mobile with five iPods to streamline key functions. With its direct integration to the retail chain's POS database, Böhme employees have found the tools to be invaluable in helping them perform fast, accurate inventory counts.

In addition, mobile POS tools empower sales staff to line-bust, accelerating the speed of service and enhancing customer satisfaction. "Our biggest sales seasons are back to school and Christmas," says Mr. Spitzer. "Our staff will use the mobile POS to cash out our customers right as they exit the fitting room. That way we don't risk losing any sales due to long lines at the checkout counter."

For more information, call 888-881-1988 or www.POSHighway.com.