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Moorefield's Green Grocer Tackles Outdated Technology

INDUSTRY: Grocery Store

OBJECTIVE

■ To find a POS solution before it became an emergency

INSTALLATION

■ InsightRS / Reflection Point of Sale

■ Mercury Payment Systems with MercuryGift™

■ Breeze All-In-One with MSR, its integrated touch monitor, and rear-facing customer display

RESULTS

■ Improved employee accuracy during checkout

■ Higher customer satisfaction and lower in-line wait times

■ Allows employees to work at maximum efficiency

"We decided to be proactive in finding a solution before it became an emergency."

"It feels like we've finally arrived in the 21st century."

The Challenge: *Upgrade an older ECR system*

Moorefield's Green Grocer in Clifton Park, New York is a popular organic grocery store that stocks regional and national brand food, nutritional products, books, gifts and cleaning products. For more than 15 years, customers have been raving about the store's "well thought out selection of products," "fantastic" bulk section and the "cozy" atmosphere.

This unique grocery store is also known for its knowledgeable employees and the wide variety of local products it carries, including milk, meats, cheeses and in-season produce.

Shoppers at the Green Grocer appreciate the store's cool vibe, but the aging technology the store had in place was a buzz kill. Moorefield's had been using electronic based cash register POS terminals and dot matrix printers with Insight Retail Software's backOffice™ Software. The system hardware, which had been in place for 10 years, had been discontinued. Spare parts and future repairs were almost certain to become a problem.

"We didn't want to wait until a terminal went down to make changes," said Bjorn Loftfield of Moorfield's Green Grocer. "So we decided to be proactive in finding a solution before it became an emergency. We were looking for something that could be installed with minimal interruption and would be easy for employees to learn."

But the hardware wasn't the only issue. The system was also not allowing store employees to work at maximum efficiency. Staff either had to memorize PLU numbers of bulk and produce items that needed to be weighed or take the time to flip through lists to find numbers mid-transaction while customers waited.

A technology overhaul was needed, so the organic food purveyor sought help from another Clifton Park business, Insight Retail Software. The store purchased two Touch Dynamic Breeze All-In-One Terminals pre-installed with NCC Reflection POS software. The units also included integrated magnetic stripe readers and a rear-facing customer display.

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The Solution: *Implement an Enterprise-Wide Point of Sale*

"The Touch Dynamic Breeze All-In-One was the best hardware choice for Moorefield's because it addressed all of their concerns and then some," said Timothy Rischbieter, President of Insight Retail Software. "Touch Dynamic has a large network of service centers that can make any needed repairs to the units. The touch screen is easy to read and use, which improves employee accuracy during checkout. And the large rear facing display is a popular feature that customers appreciate."

The store's backOffice™ Software was also compatible with the new POS system, which allowed technicians to transfer its sales history with a minimal amount of data work. Uninterrupted back office functions and the ability to generate management reports helped facilitate a smooth transition to the new POS terminals.

The new hardware was installed in two hours while the store was closed. Store employees were trained quickly on the new system, so the store was able to open at its normally scheduled time the next morning. Minor adjustments were completed by the end of the first day, with no further issues.

InsightRS helped Moorefield's to choose Mercury Payment Systems as its new credit card processor, along with MercuryGift™ for its gift cards. They received the MercuryGift Starter Kit, which gave them 50 Express Gift Cards that they quickly designed using stock graphics with their name on the front. The Express Cards allowed them to receive their cards in a few short days; however, custom graphics are available if they should desire them for their reorder. The customer had been hand-writing gift certificates and was having a very hard time tracking them in terms of how many they sold and how many were outstanding. Once the setup was completed at the POS, the new gift card process worked amazingly well. Selling and redeeming the cards is very easy and the balances are handled seamlessly by Mercury. "We are thrilled with the new Gift Card process, said Barbara Moore. "This new system will make selling and redeeming the cards much more advantageous for both ourselves and our customers." In the near future, the store will develop a loyalty program that will run on the MercuryLoyalty™ platform.

The POS system handles all sales through the new terminals. Store employees are able to scan pre-packaged items using price-embedded bar codes and quickly select scaled items off preset menus instead of making customers wait while they search through pages of PLU numbers. The faster checkout moves customers through quickly, so lines are noticeably shorter.

The InsightRS team worked with Green Grocer managers to automate other processes in the store as well. Orders are now checked in with a Worthdata handheld unit, which also simplifies price changes. Labels for shelves and products, previously generated by hand, are printed on new Zebra GX420T thermal barcode printers.

"It feels like we've finally arrived in the 21st century," said Loftfield. "The credit card processing is much quicker with the integrated swipe and the new thermal printer also shaves several seconds off the time someone is waiting at the register. It may not sound like a lot, but when there is a line, every second makes a difference."