

customer careware  
apparel

“ Customer Careware improves this company’s ability to deal with customers swiftly and professionally, enhancing the entire customer experience. ”



## dressed for success

A premium Australian fashion company with five brands and 99 stores needed to upgrade to a POS system that could meet the changing needs of the fashion industry and integrate with their new ERP system.

It was important that they had one database and one POS system across all brands.

With an existing loyal customer base, minimal disruption to trading was essential and the POS needed to provide a platform for superior customer care.

## tailored solution

Transacta’s Customer Careware was the natural choice for a customisable POS system with a simple user interface and rich feature set to improve their ability to satisfy customers.

Risk management ensured minimal disruption to the business and a simple, robust integration with the ERP system was necessary to ensure no interruptions to the sales process.

## new look, new features

To help manage all-important perceptions in the fashion industry, each brand uses a unique POS ‘look and feel’ to reflect the brand’s values.

Needing a way to compare sales conversion rates between stores and measure the success of their marketing campaigns, Transacta partnered with the retailer to integrate a system which provides detailed conversion reports by brand and store.

Further demonstrating Transacta’s flexibility, integration with the ERP system was easily accommodated, avoiding expensive and complex customisation.

Not only were disruptions to the stores avoided, the features of Transacta’s Customer Careware improves this company’s ability to serve customers swiftly and professionally, enhancing the entire customer experience.

Careware keeps this retailer’s customers looking and feeling great.

Contact us on **+61 2 9459 3388** or **info@transacta.com.au** , or find us on the web at **www.transacta.com.au**.