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TOUCH

by **EPOSCOMPANY.co.uk** EST 1968

...making EPOS simple

Retailer Case Study

ECTOUCH

makes headlines for local newsagent

Hamdy's Newsagents, London N16

Hamdy's Newsagents is a busy community hub in London's Stoke Newington. Hamdy, its owner, knows how important integrity, responsiveness and good customer service is to a successful business. This is why he continues to do business with EPOS Company. This is despite constant attempts by competitors to win his business. Hamdy's longstanding relationship with EPOS Company began over 20 years ago when he purchased his first barcode scanner – he has since upgraded to two touchscreen tills.



Although it is entirely up to you what you use – for example I find the 'mix&match' functionality for stocktaking very useful."

"Product sales reports are important to me; at the end of the day, week, month or any ad hoc trading period I can keep a tab on the sales of my business and make pro-active stock buying decisions.

ECTOUCH

"is a user-friendly flexible software that my staff and I regularly tailor to meet our changing needs"



Before using ECTouch, not all his products were priced up, creating inconsistency in billing, which negatively impacted his customer service. A key benefit of ECTouch is the specificity of 1 single price for each item; "this makes life so much easier; customers know exactly what they are supposed to pay - no questions asked".

"Essentially there is all the functionality any retailer might need.

I routinely generate reports across all product lines and evaluate the sales performance either by group or individual product, which provides valuable insights for forecasting stock requirements."

With ECTouch, Hamdy finds price adjustments a cinch. "For example, if Radio Times changes its prices, there will be a new barcode assigned which won't be recognised by the till unless it is pre-programmed. If I encounter a new barcode, ECTouch allows me to simply input the new product details on the fly whilst handling the customer transaction, this happens at the click of a button, no fuss."

All in all, "ECTouch is a user-friendly flexible software that my staff and I regularly tailor to meet our changing needs – just a little training is all we needed to this very day."

EPOSCOMPANY

has over 40 years worth of experience in providing 'point of sale' (POS) solutions for various businesses and corporations around the globe.

They have earned their reputation of **The Industry Experts**.

Why should I choose ECTouch EPOS software?

Any experienced outlet owner/manager will tell you, an EPOS software is only as good as its ability to adapt to the needs of your business. This is the cornerstone upon which ECTouch EPOS software was developed. This is the reason it continues to outperform as the commercial companion of choice for business owners internationally.

What benefits can I expect from using ECTouch?

- Intuitive, user friendly software
- Easily configurable to suit your business
- Minimal training needed
- Speeds up customer transactions at point of sale
- Credit/Debit card processing
- Maintain proactive stock levels
- Fast reporting for bookkeeping
- Increasing cross-selling
- Multilevel pricing for promotions
- Customer loyalty system

ECTouch is a scaleable EPOS solution for both simple and complex operations alike. It performs just as reliably - single till vs. multiple tills; or indeed at a single site vs. multiple sites.

It's entirely PC compatible, with touch screen functionality it has proven to be a robust system for even the most demanding businesses.

ECTOUCH

...making EPOS simple!