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.

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.

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"

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 it's 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."