



CUSTOMER PROFILE

WISHLIST

In 1998 friends Carla Strobel and Suzanne Zarrilla noticed their local stores did not cater to their daughters' market, the tween market. They knew they had a great concept and later that year opened their first of three Connecticut stores in Westport. Not only does Wishlist focus on the tween market, but also specializes in clothing for women and children.

As Wishlist began to grow, Strobel needed a more robust system that was better equipped to handle multiple units. After an extensive search, she purchased CounterPoint by Radiant Systems in 2003 from Retail Business Management Systems. "We had been operating with our old system for five years. We wanted to expand our operations and needed software and a company that would be able to grow with us," explains Strobel. "The strength, quality and versatility of the CounterPoint software, coupled with the Radiant retail team's knowledge of industry operations and demands, were too hard to ignore as we were looking for new ways to address our diverse POS challenges."

After more than five years of running CounterPoint, Strobel credits the system as a contributing factor in Wishlist's growth, helping evolve the company to what it is today.



THE COUNTERPOINT SOLUTION

- Inventory and Vendor Management
- Touchscreen Point of Sale
- Reporting by Size and Color
- Built-in Customer Loyalty Program
- Integrated ecommerce
- Cell specific bar codes
- Availability checking for specific sizes or colors
- Retail Kits
- Layaways

WISHLIST'S COUNTERPOINT BENEFITS

- Higher profit margins through improved inventory control
- Lightning-fast customer checkouts
- Enhanced reporting capabilities
- Easy customization to meet unique business needs



COUNTERPOINT DELIVERS A QUICK RETURN ON INVESTMENT

Shortly after implementing CounterPoint, Wishlist began seeing improvements to their store operations. In addition to providing quick checkouts at the point of sale, CounterPoint streamlined their inventory management at Wishlist with its robust reporting capabilities. With a wide-range of departments and multiple locations, the retailer required a powerful system that would provide both a timely, accurate view of stock levels as well as the ability to analyze inventory at department and store-level detail.

“CounterPoint has an endless number of reports,” said Strobel. “It really gives us the knowledge we need to run more efficiently and add dollars to our bottom line. The software ensures we have the right amount of the right inventory at the right time. Inventory management is vital to our success”

Jeff Palette, software manager at Retail Business Management Systems, was confident that CounterPoint would aid Strobel in addressing her needs that were specific to the apparel industry and would grow with her as her business soared.

As the saying goes in fashion, “one day you’re in, the next day you’re out.” “Keeping up with latest fashion trends can be a daunting and grueling task. With CounterPoint you know when to reorder styles that are flying off the shelf or when to push slower moving items.” explained Palette. “CounterPoint is all about maximizing your profits.”

CounterPoint is very well equipped to handle multiple locations on both Wide Area Network (WAN) and multi-site configurations. Its out-of-the-box feature set gives Strobel and her staff a complete look at sales and other data for all the locations, allowing her to make decisions that are specific each store.

“We are able to see which items are selling and at which stores. Some items just sell better in different locations. We can simply transfer items to the store that is selling out,” says Strobel. “The reports are endless and are customizable to your preference. We also added wireless scanning for transfers that has drastically reduced our errors.”



ALWAYS EASY

CounterPoint is an ideal solution for retail locations because it’s an intuitive application that new employees are able to learn and understand quickly. This is especially important in retail environments where the addition of seasonal employees results in many new users on the system.

“The touchscreen interface is extremely user-friendly,” explains Strobel. “It only takes me 30 minutes to train new employees. This is especially important during the holidays where we are hiring season employees and need to quickly have them up to speed..”

While Strobel feels one of CounterPoint’s biggest strengths is its ease of use, she feels she’d be remiss if she didn’t mention the hands-on support she receives from her Radiant Systems Retail Partner.

“The support we have from (Retail Business Management Systems) is priceless,” Strobel says. “They have the ability to answer all questions, create new and different features in the program that are directly applicable to our needs. We wouldn’t be here without them.”



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