



UCF COMPUTER STORE STREAMLINES BACK-TO-SCHOOL SALES WITH MOBILE POS



LOCATION

Orlando, FL

TECHNOLOGY SOLUTION

- CounterPoint SQL
- CPGateway
- CPOne
- CustomerConnect
- CPMobile

PARTNER

POS in Touch, a division of Strategic Solutions, Inc.

BENEFITS

- Liberates sales team to engage customers in more consultative sales
- Encourages sales staff to be more helpful to customers and increase sales
- Provides the ability to sell anywhere on campus, even outside the store

“When our team is stationary behind a traditional POS counter, it’s not easy for them to answer questions, process transactions and drive technology sales. CPMobile has changed all of that for us. We’re now mobile and so far, it’s been very successful.”

UCF Computer Store staff

The UCF Computer Store – located on the campus of University of Central Florida (UCF) for more than 25 years - is university owned and operated by CS&T Computer Services & Telecommunications. Serving the UCF community, departments, students, staff, faculty and alumni, the UCF Computer store offers student discount pricing on hardware, software, supplies and accessories from some of the biggest brand names in technology including: Apple, Dell, Microsoft, HP, Skullcandy and more.

CHALLENGE

As a flagship store on the university campus, staff at the UCF Computer Store have watched student enrollment grow to the second largest of any college campus in the country. As students arrive at the beginning of each semester, store management sees an influx of new students and returning customers searching for new products and computer accessories. Management needed a POS solution that would extend their sales staff’s ability to be more in touch and in tune with their customers on the sales floor. According to UCF Computer Store staff, it’s important for the sales team to be on the floor assisting customers with specific questions they have related to technology and IT needs. This was critically important during ‘back-to-school’ periods when lines formed out the door as college students waited to check-out.

SOLUTION

UCF Computer Store staff looked to their POS technology provider, POS IN Touch, to find a solution that helped the sales team navigate the overwhelming back-to-school crowds. In June 2011, UCF Computer Store was invited to pilot CPMobile, a mobile POS product that easily integrated with the CounterPoint retail management system that the retailer already had in place. Operationally familiar with companion retail technology products: CPGateway, CPOne and CustomerConnect, UCF Computer Store staff quickly adapted and integrated this new mobile POS product into their operations and experienced a much more streamlined back-to-school sales season.

RESULTS

Relieving long lines and being more connected with customers has been the biggest benefit with CPMobile for the UCF Computer Store, according to the staff. CPMobile has empowered the sales team giving them freedom to offer customers a more consultative sale and, as a result, a more meaningful experience that keeps customers coming back. As staff interact more with customers on the sales floor, the campus retailer sees an opportunity to increase big ticket technology sales, impulse and add-on products. While UCF Computer Store sales team is using CPMobile in the stores now, there are plans to also take advantage of the mobile POS and sell at university events outside the store, staff said. In addition, there are plans to move the store to an expanded location later in the year. With CPMobile, the UCF Computer Store staff said they look forward to being out on the floor conducting sales and not in their traditional role sitting behind a sales counter to complete transactions.



FOR MORE INFORMATION, PLEASE VISIT US AT WWW.COUNTERPOINTPOS.COM OR CONTACT US AT 800.932.1058

NORTH AMERICA • SOUTH AMERICA • EUROPE • AFRICA • ASIA • AUSTRALIA