

Maximizing Retail Profitability & Saving Transaction Costs by a Custom Point of Sale (POS) Solution

Objective

Our customer was lacking online presence and was conducting its business operations through a physical store. We helped our client to set up an online presence by developing an e-commerce store, and replaced the existing POS system to reduce transactional costs and maximize profitability. Rishabh Software developed the online presence through its Digital Commerce services and leveraged Magento technology. The online shop functioned as an additional sales channel and helped the client increase sales.

Challenges

- › High Payment Gateway Transaction Charges
- › Lack of Omni-channel experience to engage customers
- › Expensive POS with lower profitability
- › Lack of Inventory Control

Approach

We first created the online presence by developing an e-commerce store using Magento technology. Rishabh Software's team analyzed the existing POS infrastructure used in the physical store and proposed to create a custom point of sale solution which can help the customer save transaction costs. We studied many POS terminal hardware devices and developed the proprietary software which can be used in the POS terminal for processing customer transactions. Moreover, the E-Commerce Store and POS will have a standard backend which streamlines the entire sales process. Our custom POS solution delivered features like:

- › Sales Order Tracking
- › Inventory Management
- › Integrated with Bar Code Scanner, Payment Terminal
- › Customer Loyalty Management

Business Benefits

- › Streamlined the sales & checkout process
- › Transaction cost savings
- › Improved customer engagement with Omni-channel experience
- › Detailed Reporting & Analytics

Industry Segment

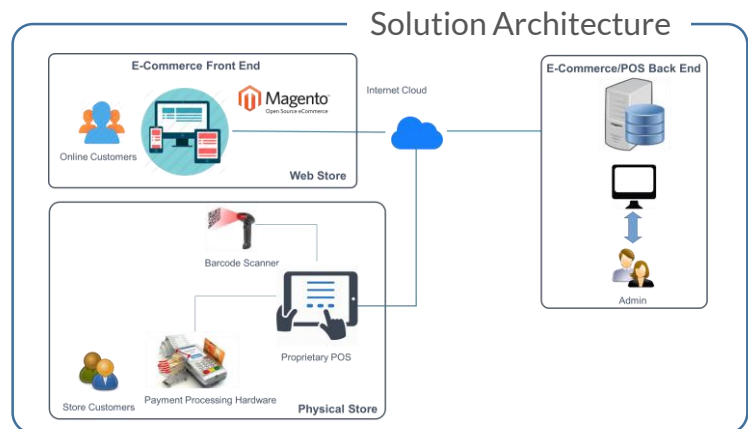
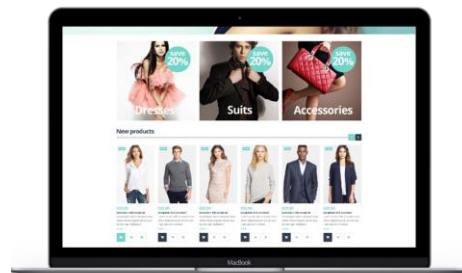
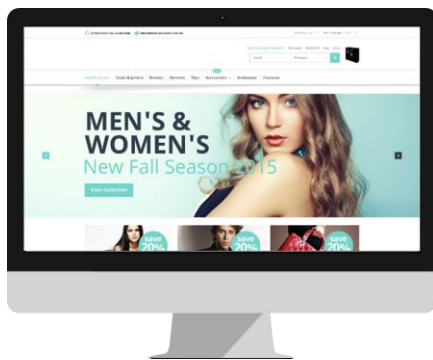
Retail

Customer Profile

US-based largest apparel store

Technology and Tools

- › Magento
- › MySQL
- › Bar Code Scanner
- › Credit Card Reader
- › CRM



About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



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