



HOBBY SUPERSTORE IMPROVES CUSTOMER INTERACTIONS WITH MOBILE POS



LOCATION

Plantation, FL

TECHNOLOGY SOLUTION

- CounterPoint SQL retail management solution
- CustomerConnect email marketing
- CPMobile

PARTNER

Relentless Computer Solutions

BENEFITS

- Helps eliminate lines and congestion at point-of-sale stations
- Increases staff ability to capture important customer contact info at time of sale
- Streamlines check-out process for loyal customers during busy times
- Offers ability to sell anywhere, even away from the store.

“For years, I’ve wanted to find a way to take our products into the field and sell at local air shows and racing tracks. Now with CPMobile, I’m able to step away from the store and confidently and conveniently process transactions and interact with customers at outdoor locations where our hobby enthusiasts gather.”

Emily Mitchell
Store Manager
Hobby Superstore, Inc.

Founded in 1972, Hobby Superstore, Inc. is the largest discount hobby superstore in South Florida and remains one of the largest family-owned hobby stores in the country. Specializing in radio-control cars, trucks, boats, planes and trains and accessories, the store houses more than 90,000 SKUs sold via storefront and online sales. A loyal CounterPoint retail technology user, Hobby Superstore was selected to pilot the new CPMobile product beginning in June 2011.

CHALLENGE

With 33,000 square feet of retail space and a wide array of products, customers often faced long lines at the stationary check-out stations. Store manager, Emily Mitchell, was intrigued at the prospect of having a mobile POS unit available to help eliminate congestion and expedite the check-out process for hobby enthusiasts who were long-time, loyal customers. “It’s often a challenge for our sales team to gather data from our customers when they’re facing long lines,” Mitchell explained. “We needed the ability to eliminate congestion at check-out but still be attentive to our customer’s needs and special requests.”

SOLUTION

Mitchell turned to her POS technology provider, Relentless Computer Solutions, to find a solution to her congestion challenges. They recommended CPMobile, a mobile POS solution that is integrated with the CounterPoint retail management system. Mitchell and her staff at Hobby Superstore were thrilled to be among the first specialty retailers to experience the freedom and efficiency afforded them through the use of CPMobile. It immediately helped her staff eliminate lines and congestion at the POS stations and capture important customer information at the time of sale. Hobby Superstore is also a user of the CounterPoint email marketing solution, CustomerConnect. “CPMobile integrates with our existing email marketing program giving me confidence that our customer data, product inventory and sales numbers will be automatically updated,” Mitchell explained.

RESULTS

With the addition of CPMobile, Hobby Superstore can enhance its position as a one-stop shop for hobby enthusiasts. “CPMobile has helped with a positive overall checkout experience in our store and given us the opportunity to get feedback and contact information from our customers for promotional and store use,” said Mitchell. Another advantage is that employees can interact with customers by having the freedom to check inventory stock and pricing while on the sales floor.

Mitchell said she is excited by the results she has seen in her operations. “CPMobile is convenient and easy-to-use and will be a huge asset to us as the holiday season approaches. We’ll be able to have these units and our employees set up in different areas of the store to make the check-out process easy for those just purchasing one or two items. This also frees up space at the point-of-sale stations so we can set up more inventory displays to help generate additional sales. We see tremendous benefit in going mobile and excited to see what the future holds,” she said.



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