

## CASE STUDY: BLUE BANANA



As any self-respecting emo, punk, goth or festival lover will tell you, Blue Banana is the place to go for clothing and accessories, tattoos and piercings. And now with 13 stores around the country as well as a successful online store, the company has gone from strength to strength since it started out in 1997.

### TAKING STOCK OF THE SITUATION

Since 2004, Blue Banana had used a standard retail epos system. This worked well when the business only had four stores and a warehouse. But as the company grew and launched its online offering, the limitations of the incumbent epos solution quickly became apparent.

One of the issues was a lack of real time updates. As data was updated overnight, stock levels were always inaccurate, with items showing in stock when, in fact, they'd sold out.

It also meant stock had to be moved from stores back to the warehouse to fulfil web orders. A task that was costly and used up valuable staff hours. And with the team at head office not trusting the stock figures, it also made replenishment routines time consuming.

So in 2010, Jon Taylor, Blue Banana's managing director, started looking at an alternative retail system that was future proof and affordable.

"We needed a more flexible system in the long term; one that could grow as the business grew."

**"YOURCEGID RETAIL HAS SAVED US 500 STAFF HOURS A YEAR"**

Jon Taylor, Owner, Blue Banana

### A PLAN OF ACTION

After a consultation phase with Blue Banana, the team at Retail IT recommended retail management software, Yourcegid Retail. And in January 2011, we set up the system to manage all Blue Banana's stores (approximately 30 tills), three websites, and web feeds to Amazon and Ebay.

One of the key benefits to Yourcegid Retail is real time stock levels, the lack of which had been a real problem with Blue Banana's previous epos system. But, of course, that's not all Yourcegid Retail can do. Because it's a web based epos solution, changes can be quickly made and rolled out across stores in real time. Receipt layouts can be updated with seasonal copy or information on future discounts. And screen layouts can be changed. Something that used to be done individually at each till.

Store downtime, when replacing faulty hardware for example, is a thing of the past too. By using Yourcegid Retail's web access technology, you simply plug the new hardware in and click a URL.

With Yourcegid Retail you also get enhanced security features, so goods can be securely returned, and credit notes and gift certificates can be issued. And with



Yourcegid Retail it's simple to collect meaningful customer data that can be used for future marketing campaigns.

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### OUTSTANDING RESULTS

So now Blue Banana have had their new retail epos system for a while, how have head office and store staff found it?

"It's just so easy to use," says Taylor. "The staff in the stores picked it up from day one. And the Yourcegid Retail software is particularly good for stocktaking. It really lends itself to that. In fact, Yourcegid Retail has saved us 500 staff hours a year."

It's not just stocktaking where time has been saved. The company now has scheduled automated replenishment lists, so warehouse staff have pick lists ready for when they arrive at work. And along with the automatic store replenishments, the warehouse is able to process several hundred web orders per week too.

With accurate customer data, Blue Banana has implemented a targeted loyalty programme, driving repeat business to the brick and mortar stores and online shop. And because the Yourcegid Retail solution is so easy to use, there's been a reduction in staff errors and, consequently, less time taken up by head office trying to fix the mistakes.

The figures speak for themselves. After installing Yourcegid Retail, support calls dropped by a staggering 25% over a 12 month period.

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## Software for Business

Unlike their previous epos solution which had a proprietary database, Yourcegid Retail is altogether much more flexible.

"Compared to our previous epos system the SQL database and export functions have proved invaluable in developing our own website solutions. In other words, we can get this epos system to do what we want it to do," says Taylor.

James Rodger, Retail IT's managing director, adds, "The Blue Banana case clearly demonstrates the return on investment Yourcegid Retail offers retailers, with a system that now effectively manages its diverse multi channel operations and saves the company time and money.

And because Cegid are committed to releasing new modules and features in Yourcegid Retail, it means Blue Banana has a constantly evolving epos system that will continue to drive growth."

So would Jon Taylor recommend Yourcegid Retail as a retail epos system? "Absolutely. It does exactly what it says on the tin, quietly in the background."

**"IT'S JUST SO EASY TO USE"**

*Jon Taylor, Owner, Blue Banana*

