

CUSTOMER LOYALTY

REPORTING

DATA
MANAGEMENT

SAAS

CRM

POINT OF SALE

ACCOUNTS RECEIVABLE

WEB-BASED

RICS software

INVENTORY MANAGEMENT

Client Case Study

RICS ENTERPRISE ENHANCES CUSTOMER SERVICE AND CREATES NEW OPPORTUNITIES FOR THE RUNNING COMPANY

Background

Since 2000, The Running Company has been focusing on the runners and walkers of Central Indiana. The friendly atmosphere and warmth of staff is valued by their vast customer base. Owners Ashley Johnson and Bob Kennedy, former Olympians, are very proud of the exceptional customer service that keeps their clientele loyal to their stores. They have a 76% return rate on customers. When choosing a new retail management platform for their business, Johnson and Kennedy needed a solution that would enhance the customer service experience to create a better retail process.

Benefiting from Hosted Data at Off-site Locations

The Running Company implemented RICS Enterprise in January 2010 and is reaping the benefits of the hosted service in their stores, and by the ability to tap into the system at off-site locations via the Internet. Recently, they set up shop at the 2010 One America Mini Marathon in Indianapolis, IN. More than 35,000 people walked by their booth to get to registration, and many stopped to shop. With the help of RICS Enterprise, The Running Company brought all their customer data with them.

"We have been invited to participate in others races, health fairs and team fittings in the past, but had to say no because we couldn't bring our system with us. With RICS Enterprise hosting our data we have access to everything and are confident that no data will be lost while off-site." - Andrea Johnson, Co-Owner.

Increasing Sales Opportunity

The Running Company saw a 4000% increase in number of tickets per day as a result of having a booth space at race registration, compared to their average number of tickets per day at their stores. The real-time data allowed them to synchronize each point of sale terminal to know what they were selling and what needed to be restocked.

*"RICS Enterprise has really helped us serve our customers the way we want to at remote locations. We've been able to bring our customer data with us which is really important because we can see our customers history. We can tie in our **frequent buyer program** and it's really let us offer the same experience we give in the store in an off-site location." - Andrea Johnson*



Client: The Running Company

Organization Type: Run/Walk
Specialty Retail

Goal: Enhance customer
experience through new retail
technology.

Find out how RICS Software can help a retailer better serve their customer, reduce the cost of operations and improve employee production.

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Enhancing Customer Experience

The customer service aspect at an off-site location was significantly improved using the on-demand system. The staff was able to better fit returning customers at the event by using individual customer purchase history in RICS Enterprise. All the current data was available at their finger-tips, just like being in the store, ensuring the exceptional customer service for which The Running Company is known.

About RICS Software

RICS Software is dedicated to helping retailers develop a competitive advantage with RICS Enterprise, an on-demand retail platform that includes point-of-sale, customer relationship management (CRM) and inventory control functionality. With a low cost of entry, RICS Enterprise delivers powerful, actionable reporting capabilities through an easy-to-use interface, while the Software as a Service (SaaS) delivery method ensures rapid system scalability. Founded in 1983, RICS Software has more than 2,500 customers in over 75 countries and is headquartered in Indianapolis, IN. For more information, visit www.ricssoftware.com.