

## SHOE FITTERS TURNS TO RICS ENTERPRISE TO MANAGE INVENTORY, STAFF AND CUSTOMER RELATIONSHIPS AT MULTIPLE LOCATIONS

### Background

As a full-service sit-and-fit retail store, Shoe Fitters has been serving their customers for more than 12 years in the Southwest. The business is family-owned and operates in the mid-to-high end comfort fashion tier with freestanding and mall stores located in New Mexico and Texas. They carry popular brands like Clark, Ecco, Birkenstock, Merrell and Dansk.

Owner Tom Piersol has had a long-standing relationship with RICS Software; he's been a RICS user for over 20 years. When the time came to open his first store more than a decade ago, he says that choosing RICS as his inventory management system was a "no brainer." Recently, he switched to RICS Enterprise, the new web-based product developed by RICS Software.

### Managing Multi-Location Stores

One of the challenges that Piersol faced prior to his switch to RICS Enterprise was the communication and management of stores in multiple locations.

"Switching to RICS Enterprise allows me to manage employees and run up-to-the-minute sales and inventory from anywhere," Piersol says. "As we continue expanding our company in multi-states, this access is crucial to our success."

Shoe Fitters' managers use the RICS Salesperson Analysis Report to incent and motivate staff to increase sales. Using real-time sales and item data available at their fingertips for all their stores, managers and owners can email individual stores to initiate competitiveness among co-workers, even in separate locations.

### Improving Employee Productivity

RICS Enterprise provides Tom with the tools and metrics to improve employee productivity. For example, staff will receive bonuses based on the percentage of multi-item tickets that are tracked through the RICS POS.

Spiffs and Promotions are used to help with the 80/20 rule of the retail business by giving salespeople incentive to put different products in front of the customer. The spiffs can be added to a particular SKU and are automatically tracked in RICS. There is visibility on the salesperson reports to provide information for spiffs and promotions by store, supplier, class, color, SKU, salespeople, product custom entries and coupon codes.



**Client:** Shoe Fitters

**Organization Type:** Full-Service Sit-and-Fit Shoe Retailer

**Goal:** Utilize RICS Enterprise to centrally manage multiple retail locations.

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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## Gaining Visibility to Inventory

Using RICS reporting, sales data can be broken down to fine-tune classes and be analyzed at a variety of levels; from class and vendor to SKU and even price-point increments. The data helps Shoe Fitters isolate winners and discover problem SKUs early, allowing for action to be taken, e.g. product placement in-store, promos, markdowns or returning the SKU due to fit issues.

“The RICS Best Sellers report gives me the ability to run the top profitable product based on ROI, Turns or Net Sales, as well as using the Worst Seller options to determine under-performing SKUs,” states Piersol.

## Building Customer Relationship

The purchase history of each individual customer is managed within the RICS Enterprise system. The customer can be tracked by a phone number or an auto-generated account number. Piersol loves that his customers don't need a receipt in order to return or exchange a product. He also generates reports on specific criteria enabling him to market to customers with a more focused, relevant message via emails. Example: All women that have purchased a size 6 or 10 shoe in the past 3 months may get a coupon. Not only does this targeted marketing approach move inventory, it creates a personalized message for the customer, which builds the relationship and the store brand.

## About RICS Software

RICS Software was founded in 1983, making the company one of the most experienced and trusted software providers in the retail market. The business has grown steadily over the years and today serves thousands of retailers around the world. Success and longevity come from RICS Software's commitment to customers, business partners and employees.