

Did Whigville Market streamline operations
with a versatile point-of-sale solution?

YES

Whigville Market

An NCR Case Study



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The customer

Located in Grand Blanc, Michigan, Whigville Market is a specialty wine, beer and liquor store. Whigville Market has been in business for 25 years, and it takes pride in being the store of choice for caterers and bartenders from Detroit to Saginaw. From providing a wide selection of beverages to continuously working to enhance the shopper's in-store experience, Whigville Market's focus on customer service has been the primary reason for its longtime success.

Key Highlights

- **Industry/Market:**
Retail
- **Challenge:**
Whigville Market required a POS system that would eliminate the need for multiple cash pick-ups from registers
- **Solution:**
NCR Advanced Checkout Solution, NCR SelfServ Checkout, and NCR RealPOS 80_{XRT} terminals
- **Results:**
 - o Enabled members of senior management to attend to tasks away from store, thereby boosting productivity
 - o Reduced potential for theft
 - o Increased accuracy in handling cash transactions

The challenge

As a popular provider of specialty beverages, Whigville Market is a high-volume store that generates a large number of cash sales on a daily basis. Because of this, a member of senior management was always required to be onsite to make multiple cash pick-ups from the registers. This way of operating was causing significant inefficiencies for the store.

Store owner Carol Naimi needed a solution to eliminate this inefficiency and instead create a fast, efficient system where cash from sales could be stored securely for a once-a-day pick-up, as well as accessed when needed to supplement the cash drawers. Naimi felt a point-of-sale (POS) refresh was in order, but needed a solution that would be quick and cost-effective to deploy.



The solution

Whigville Market turned to a trusted NCR partner, Sales Control Systems, for a solution. Sales Control Systems provides sales, service and support for POS solutions for the restaurant, retail and grocery industries.

Whigville Market chose to install a comprehensive NCR POS solution, including NCR Advanced Checkout Solution (ACS) software, designed for independent retailers, along with NCR RealPOS™ 80_{XRT} terminals and two NCR SelfServ™ Checkout devices equipped with bank note recyclers. While self-checkout systems are generally deployed by retailers for the purpose of providing shoppers with a way to scan, bag and pay for purchases on their own, Whigville and Sales Control Systems saw an opportunity to utilize the self-checkout solution as an innovative way to solve cash management challenges.

The bank note recycler within the self-checkout device eliminates the need for store personnel to empty tills throughout the day, as assisted lanes require. As customers present notes and coins for payment, the currency is used as change in succeeding transactions, which reduces cash buildup and the number of cash pick-ups required during the day. The self-checkout terminal also keeps an accurate count of currency so that counting is not required every day by store personnel. The efficiencies added by this form of cash management are significant for Whigville, in addition to the benefits of less training time for cashiers and a reduced chance of theft.



The solution benefits

Sales Control Systems deployed the complete POS solution from NCR over a two-month period and quickly trained store employees to use the POS system. Because Sales Control Systems was able to identify an innovative use of NCR technology to successfully respond to Whigville Market's unique needs, the efficient management of cash overflows in the store is no longer an issue. Money is now stored securely in the self-checkout system while awaiting a once-a-day pick-up. For this reason, it is no longer necessary for a member of senior management to be in the store at all times, which gives managers more time for performing tasks away from the store. Training new employees is relatively easy, and transactions are more accurate since employees do not need to count the cash tendered or given. The fact that the system requires very little maintenance is another value-added benefit that will help Whigville Market see a faster return on the investment.

Additionally, using NCR ACS software along with the NCR RealPOS 80_{XRT} terminals and NCR RealPOS High Performance Bi-Optic Scanner/Scale ensures that access to information and data is accurate. This improves customer satisfaction because the solution verifies that the customer is being charged the correct price, therefore providing a faster checkout experience.

“Since deploying the comprehensive POS solution from NCR, it has been so much easier to handle cash sales at the store. Before, a senior manager always needed to be available in-store to make cash pick-ups, but that is no longer the case. Money is kept secure in the self-checkout machine for a once-a-day pick-up, and theft is no longer a major concern for us. It has been easy to train new employees on the system, which requires virtually no maintenance.”

- Carol Naimi, Owner, Whigville Market

Why NCR?

With over 125 years of retail experience, NCR is a leading global provider of assisted- and self-service solutions. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.



NCR Corporation

3097 Satellite Boulevard
Duluth, Georgia 30096
USA

www.ncr.com



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