

# *Hitchcock's Markets*

## Low Prices and Friendly Service

Hitchcock's Markets recently celebrated 60 years of serving customers in the northern Florida region. During this time, they have gained a reputation of exceptional customer service and high quality products. As the market has evolved, Hitchcock's Markets have successfully adapted; a fact which is evidenced by their doubled growth in the past three years. Today, Hitchcock's Markets is a key competitive player in their market with twelve supermarkets which include five to lanes each. Hitchcock's Markets selected and implemented Auto~Star's Star~Plus for their store solution.

Brad Buckles, Director of Technology at Hitchcock's Markets had the following to comment about the selection, implementation, and continued support of Star~Plus:

Auto~Star has been amazing with their willingness to capture our needs. It continues to be a pleasure working with the Auto~Star team. Their continued ability to meet necessary deadlines for custom applications and integrations is second to none. I have worked with many Point of Sale companies in my career and have never seen the professionalism and knowledge that Auto~Star possesses.

During the selection process of a Point of Sale solution, we reviewed many Point of Sale products. Hitchcock's reviewed in great detail the big brand name companies as well as many other POS solutions. Star~Plus immediately captured our attention with its comprehensive product management capabilities. After meeting the Auto~Star team, we were very impressed with their professionalism and knowledge of our needs. We chose Auto~Star for a variety of reasons, the product sells itself; for example, open standardized file integrations, product management, digital advertising at the till, pharmacy integration, and countless other modules and capabilities.

I would gladly recommend Auto~Star to anyone looking to implement a Point of Sale system that is not only user friendly, but can also increase profitability and productivity in your store(s).

Hitchcock's Markets ([www.hitchcocksmarkets.com](http://www.hitchcocksmarkets.com)) has also selected Auto~Star's Star~Link head office solution for their corporate office. For more information on this success story, or about Auto~Star Compusystems, please contact us:

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