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How to Succeed by Connecting your Retail Chain Stores to a Head Office Enterprise Management System

Reasons to Invest in a Chain Store Management Solution

Retail chains are faced with the unique challenge of creating a consistent shopping experience across their brand. Customers and employees alike have come to expect this experience, regardless of their location or industry.

Retailers that operate multiple store locations are responsible for delivering a smooth, consistent experience from their brand—both online and inside each individual store.

It's important that as a manager or owner of a multi-location retail store, you integrate the right technology solutions. A data-driven system that links all of your locations in one centrally-managed solution will keep you ahead of your competition. Linking your retail stores offers more visibility and control, which can help you make better and more informed business decisions across your enterprise.

Armed with this technology, you will be well-equipped to meet customer expectations.

▶ Streamline Inventory Management

Linking your retail locations through your point of sale provides you with centralized reporting and management. With electronic store to store transfer, you can manage and optimize the inventory across your operation.

The right system will provide even greater visibility within your inventory, allowing you to easily locate your stock in any location. This frees up employees to focus on more important tasks and increases efficiency within your inventory processes.

▶ Optimize Operations

A linked system allows for product and customer data to be shared securely across the entire enterprise with real-time reporting made available to key staff. You can effectively eliminate redundant tasks, like manually entering business data into each store system individually and replace them with automated data entry. This allows you to greatly increase data accuracy and reduce the margin of error. Reports are updated in real-time, helping you streamline and optimize your processes.

▶ Better Manage Staff

A chain store management solution makes it easy to gain better control over operations and monitor employee access throughout the entire enterprise. With it, you can access consolidated employee data from the head office, or wherever you are. This can include employee identification numbers, cards, authorization, and more. Having all this information at your fingertips in real-time lessens the hassle of paperwork, decreasing administrative time and increasing accuracy while also allowing for security audit control and stronger accountability.

▶ Run Better Promotions

It's important for retailers to ensure that promotions are running smoothly across locations. An innovative solution like this can help ensure better consistency throughout your enterprise. Update promotional information at the head office and send to individual stores, store groups or enterprise wide. By managing these tasks from one central location, managers can reduce the margin for error, improving both accuracy and efficiency while also ensuring that each store in your chain is offering consistent promotions and pricing at the same time.

Leverage comprehensive reports to provide information on demographics, behavior, and sales. Or determine the profitability of your promotions, by market and overall across the chain. Consolidated, centralized management makes it easy to plan future promotions based on results.

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▶ Centrally Manage Revenue

Consolidate your accounts receivable reporting across all retail locations to manage revenue in one central place. Customers can charge purchases to their accounts, make payments and review their updated balance, regardless of the location. You maintain their customer information across the chain, so there is no need to manually input their information at each store.

Automation tools allow you to reduce collection periods. You can see accounts receivable reports in real-time to better manage your revenue streams. This helps to project business volume across the entire chain to better forecast opportunities for your business.

▶ Improve Customer Satisfaction

In a competitive industry, retailers need to exceed customer expectations in order to stay competitive and increase brand awareness and loyalty. Retailers must create a seamless shopping and checkout experience across locations. Linking all critical systems and data into one centralized management system can help you achieve this.

Strengthen customer loyalty by offering a centralized loyalty and rewards program. Customers can benefit from this whether they shop with you locally, or in another location. This creates an easy, seamless, and flexible omnichannel experience.

▶ Set Your Retail Chain Up for Success

To achieve the greatest success, it is important to take a streamlined approach to retail chain management. It benefits both customers and staff alike. Implementing the right technology solution is critical.

A centralized management tool can help provide you with the versatility to manage your retail chain at every level. The solution must seamlessly integrate with your point of sale and back-office system, and should be offered by a provider that understands your individual needs, as well as your industry.

About Auto-Star

For over 35 years, Auto-Star has been a leading provider of innovative retail point of sale technology solutions. Our focus is to bring superior delivery, reliable, flexible and state-of-art end-to-end retail software to the grocery, pharmacy, and natural health markets. Auto-Star provides POS solutions to assist in increasing operational efficiency and profitability, while improving the customer experience for the industries we serve.

Contact Auto-Star for information on our Star-Link Chain Store Management Solution.

Auto-Star Corporate Office

636 11th Avenue SW
Medicine Hate, AB
T1A 1E1 Canada

North America:
(888) 460-6963 or (403) 529-5595

WWW.AUTO-STAR.COM