

## SSA News

### Boosting Sales in Tough Economic Times

The real question is what can we do to generate extra sales and maintain profitability in tough economic times such as we are currently experiencing, where we may have had to put some of our visionary expansion plans on hold due to constraints that are forced upon us by outside influences.

One idea that came out of a recent think tank at SSA was to present the importance of a customer loyalty program, fully integrated into the PoS system with a view of building and maintaining customer confidence.

The first and possibly most important aspect of a technology based customer loyalty plan is that it assists your sales staff when greeting customers by name and even possibly congratulating them on a birthday or anniversary or some other important event that is recorded in the database.

By dedicated effort to this process you will provide an incentive for continuous patronage and achieve additional benefits for your business planning by gaining intelligence on customer shopping patterns. This is where you begin to recognise your customers and what is important to them.

Running a customer friendly point of sale system will highlight the customer each time they shop, especially if you have them listed on the database via the onboard loyalty program. Customer details will immediately populate the POS screen upon swiping a card or entering a customer number. Vital information is available to the service staff and these people can then provide additional customer care or even provide an additional deal that you have

Over time the word will get out that this store runs good service and has great buys! New customers will begin to turn up, and with some promoting of the program via shelf talkers, deal promotions, and the facilities in the advanced POS system, this will also grow sales.

The better the system, the better your capacity for winning new customers and of course retaining your local established clients, the better equipped you become for marketing appropriately to them going forward.

You will also discover their shopping habits and the types of deals that engages them and the spin-offs are substantial.

ProfitTrack offers a capable loyalty program with options to cement all these elements to your business.

The Loyalty module is an exceptional facility for the grocery and convenience retailer.

### Profit Track POS



### PROFITTRACK

It's the software that makes the difference

#### Reminders

- > End of Year coming up
- > Use FI Help
- > Plan for June 30 Stocktaking

**“Have you planned for end of year events”**

#### Inside this issue:

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**“Smaller stores are doing the same thing”**

## Don't get left behind!

Legislation may not be mandatory on Unit Pricing for smaller stores however customers are now educated to look at the information when making product selections.



Most of the Banner groups are choosing to have all their stores conform to Unit Pricing, no matter what the size.

SSA has a Unit Pricing Help Sheet to assist you in setting up your direct supplied items in your store.

The system will calculate the Unit Price for each item, then change the label type to allow for Unit Pricing and print new shelf labels based on your preferred method.

All warehouse items are handled by a special host file that populates all the unit pricing information so all you need to do is print tickets.

Check out the Product review on Strip Label printers below and if you require anymore information please contact Stuart Harris at the SSA Office.

**Perfect time to take advantage of the availability of Strip Label Printers.**

**“Dramatically reduce time costs with shelf ticketing”**

## Product Review—Strip Label Printers

There are a number of these Strip Label Printers on the market and prices vary depending on your requirements. The key here is the overall effectiveness of adding this simple device to your system. Producing tickets on the fly is a practise in every store and with this type of printer, it's quick, efficient and highly cost effective.

How annoying is it when you need to print 4 labels on a sheet of 33 ups.

With Strip Label Printers you simply generate your tickets, send to the printer and then tear off the labels once printed. (In shelf location sequence if using ProfitTrack Location Management)

All this with no paper wastage.

### In Summary

- > Dramatically reduce **TIME COSTS** associated with shelf ticketing.
- > No paper wastage.
- > Enhance the image of your store due to better quality print work.
- > Will cut “put up” time in half.

### PT- MATE

**“Enables the user to access data from Profit Track from anywhere in the store wirelessly.”**



## PT MATE Saves Time & Money

### **Instant Information Access**

PT- Mate is a wireless PDA that enables the user to access data that is vitally important to decision making from anywhere in the store.

PT Mate interrogates the back office computer using wireless connectivity whilst you are on the shop floor giving you instant access to Purchase History, Price Change History, Sales History and Specials information at the press of a button. You can even edit the shop file, change prices, edit S.O.H.

### **Receiving Stock**

Imagine reducing the cost of receiving stock (load checking) by hundreds of dollars every week. Reduce time taken by a number of hours every week

PT Mate requires a very simple wireless network to be installed and the purchase of the Pegaso Wireless PDA plus PT Mate software is available from SSA at a very reasonable cost.

We currently have a number of sites using PT- Mate for stock receiving and they are very excited at the other benefits that the software can provide.

**Queue Buster** is a program that turns the PT- Mate into a portable cash register to assist in the days when an extra POS Lane can assist in customer service.

For more information regarding PT- Mate contact our sales team.

### **Markdown Management**

Just imagine being able to walk around the store and scan items with your PDA, then key a new price and instantly print a markdown label using a portable printer clipped onto your belt.

No more manually keying prices at the registers. Simply scan the items as normal.

Gain control over markdown prices and speed up customer service at the same time.

SSA is now rolling out PT MATE with Markdown Management on the Pegaso PDA.

Enhance the performance of the PDA by installing a wireless network.

## Support Desk

With the End of the financial year drawing close it is appropriate that we remind you of a couple of routines that need to be performed at the End of the Year.

These tasks must be completed on the 1st July.

Ensure End of week and End of Month are completed:

> Perform End of Year: To do this click on file/Period End/Year End and click on Start.

### FI HELP

We have spent considerable time improving the information in FI Help to make it easier for you to find the answers you are looking for.

By using FI Help you may find the assistance very helpful and save you time in calling our Help Desk.

Try it, you will be pleasantly surprised.

To allow us to better manage our Help Desk we would appreciate that when you have a Technician going to your store and require our assistance, that you call us the day before and book in a time.

Our Help Desk team can then allocate a specialist who will be available at the time that suits you.



## Team Member Profile- Josh Higgs

This month our team profile focuses on Josh Higgs, SSA's Development Manager.

Josh is the driving force in the development of ProfitTrack software commencing his career with SSA back in the early 1990's when ProfitTrack DOS was launched.

Josh has a special ability to foresee future trends and has a reputation for pulling rabbits out of a hat when the going gets tough.

Josh and his team of 8 programmers are totally responsible for all ProfitTrack software development as all software is designed and written at our Logan office.

Many of the concepts in ProfitTrack including the Auto upgrade feature over the internet as well as the conceptual design of the POS software are just a couple of the features that Josh has been instrumental in designing.

Josh was home schooled and obtained much of his programming knowledge and expertise from self education.

Josh is married with 4 children and knows the meaning of burning the midnight oil.

### Great Job Josh



## epay now available

SSA is proud to announce that the epay integration is completed with SSA stores now operating successfully with integrated epay.

With the completion of epay, SSA now offers integration to all leading pre paid Telco interfaces and allows retailers to have a choice when making their decision on which way to go.

epay caters for the sale of pre-paid mobile recharge and other telco services, plus a wide range of other services & activities that can be pre-paid.

Integrated epay means that SSA customers running the epay solution can now access and process transactions via the touch screen at the point of sale. There is no duplication of data entry, and the process is quick, efficient and secure, with all transactions being processed via the POS touch screen.

The range of products available are calling cards, prepaid internet, gift cards and prepaid visa, navigation maps, music, movies and games, money transfers and of course the full range of mobile phone top ups.

The epay module is an optional module in ProfitTrack with the up front cost allowing you to have it loaded on all lanes in your store.

For more information on epay integration contact Stuart Harris on 07 3387 5555.



**Did you know?**  
**"70 percent of virus writers work under contract for organised crime syndicates."**

**"Josh is the driving force behind ProfitTrack"**

### What next!



**SPECIAL OF  
THE MONTH**

**LAPTOP SCOOP PURCHASE**  
**Acer 5635Z (Windows 7)**  
**Laptop + LexMark**  
**3-in-One Printer**

**\$977**

### Back Office PC Upgrades

Here is a simple check that you can do if you feel that your back office PC is slow to respond.

1. Right click on the desktop icon "My Computer"
2. Move the cursor down to "Properties" and left click.
3. On the right hand side under the heading "Computer" you will find the system info that we require.

When you have this screen in front of you, take a note of this info and contact our Sales Team on **07 3387 5555**

### **PROFITTRACK**

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## Are you engaging these changes?

I thought it an ideal time to give you a refresher of some of the major ProfitTrack-changes over the past few months:

### **Shop Products**

The changes in the Shop Products Item Maintenance screen include:-

- More details on product list resulting from a search command. Now you can see additional view styles to provide selling prices, period sales figures, weekly sales quantities, weekly sales values, unit pricing details.  
[Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/Product Searching](#)
- Product Comments TAB - This allows the typing of a comment that will show on the touch screen POS for the operator to relay to a customer.  
[Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/Comments Screen](#)

- Specials TAB - This now presents the details relating to the promotional activity on a product in graphical form. It is also possible to set up a product as an in store special with promotional buy and sell periods from this screen  
[Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/Specials Screen](#)
- Adding New Products: Department or Group - When creating a new product, adding the group is now more refined, by clicking on Group drop down you can click on the department heading which re sorts all the groups alphabetically.  
[Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/How to maintain Shop Products/Adding New Product](#)



- Super Search- This allows the user to perform a secondary search. Products can now be found quicker by keying letters to find the product starting with the keyed letters and placing the cursor on the highlighted product.
- Commodity Search- This gives the user another powerful option for searching using the warehouse commodity structure. Simply search using a key word and commodities are listed on the screen.
- Purchases button in Shop Products now shows orders that have not yet been received so you can see how the On-Order figure is obtained.  
[Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/Purchases Screen](#)

Addition of Age verification field to a product which is used on the POS for the operator to check the age of the customer.

**"I saw Elvis.  
He sat  
between me  
and Bigfoot  
on the UFO."**

## How things change!

