

# Charity Retail Association®

The voice of charity retail



## Case study: Kudos Software and Bluebell Wood Children's Hospice



### Implementation of a new EPoS system

To meet their high standards of customer service, Bluebell Wood Children's Hospice invested in new retail technology. The system they had been using up until that point was reliant on internet connection and users experienced difficulties operating it and accessing support. The new technology came from Kudos Software.

#### No interruption in shop sales

When internet connectivity goes down in any shop the till continues functioning as normal, with no emergency till required, because the system is not reliant on internet connection. The staff and volunteers found this a great benefit as the emergency till was slow and didn't have all the functions of a fully working EPoS.

#### A significant rise in Retail Gift Aid

As part of the project Bluebell Wood Children's Hospice implemented full barcoding for donated goods. They saw a rise of Retail Gift Aid income of 10% in the first six months as a result of being able to capture more gift aid.

#### The project

Bluebell Wood find the till screen layout and user functions user friendly. They have created their own layout using their corporate colours and choosing the button sizes and fonts. This makes the till much easier to use and tailored to exactly what they need.

A training till was provided to use at head office for staff and volunteer training. This came with user guides and the training team were on hand to answer any questions.

The rollout across 10 shops went smoothly. The tills were pre-downloaded with Bluebell Wood's layouts and data before being installed.

#### A positive impact on sales

The speed with which retail staff and volunteers can serve customers has improved significantly. Features like pre-installed cash amounts to touch instead of typing, simple processes for credit notes and returns and all sales information being included on the barcode all help towards a quicker sale and happier customer.

A benefit the charity hadn't foreseen is that more volunteers are happy to be trained and use the till than ever before.

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## Management reporting

The reporting suite is easy to use and with it being cloud-based, the management team can access the information in real-time from anywhere.

The charity feel that the system has brought them in-line with their high street counterparts and demonstrates to their customers that they are not only a charity shop, but a retailer with the same standards as the high street chains.