

Advanced & Mobile POS

Zones works with pawn loans provider to modernize the customer experience at over 100 locations.

The client is a leading provider of pawn loans in the United States and Latin America that sells used merchandise purchased from customers. Many of the company's stores also specialize in offering consumers non-collateralized short-term loans.

The company turned to Zones assistance with improving their customer experience. They were dealing with outdated technology, long lines, and a growing issue with dissatisfied customers. They needed Zones' guidance with refreshing their IT and increasing customer satisfaction in the process.

Zones stepped forward and drew up a detailed roadmap, and once approval was given they proceeded to develop an agile new POS solution. As a result, the client now enjoys increased sales and revenue. Zones and the client have continued to work on the client's modernization since, with now in charge of support at over 100 of the client's locations.



100 client locations managed by Zones.



1/10 the cost of the legacy solution.



ROI and sales up sharply.



CHALLENGE

- The client was looking to modernize and streamline their point-of-sale (POS) solution.
- Customers were irritated by long waiting times, leading managers and HQ to deal with numerous complaints.
- As customer retention became an issue, the client turned to Zones for help with streamlining their customer experience.



SOLUTION

- Zones met with the client to gain a complete understanding of the customer experience problem at hand.
- Collaborated with the organization to design a new POS solution and help implement that solution.
- Offered project management assistance to ensure that the new solution was running smoothly.



RESULTS

- The client immediately saw sales increase as a result of implementing the new POS solution.
- ROI increased sharply, as increased sales made up for the cost of new mobile technology.
- Zones now helps manage over 100 client locations, delivering Five-Star Service to them all.

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THE CHALLENGE

The client was looking to provide customers with a more straightforward checkout experience. Currently, the company offers three main points of business to their customers – pawning items in-store, buying pawned items in-store, and purchasing loans for in-store sales. The goal was to deliver excellent customer service for patrons pursuing any of the above transactions.

This was challenging because, ideally, they wanted the ability to deliver all of the above through a single source. The difficulty was that often, customers would have to wait in long lines with all sorts of requests. This led to significant issues with customer retention, as customers would complain repeatedly to managers and HQ about wait times. In some instances, customers would enter stores and would simply leave once they noticed the lines. The company turned to Zones for help addressing this issue.

THE SOLUTION

The client reached out to Zones for assistance with improving the customer experience. Zones crafted a three-fold plan to address each of the client's pain points in turn.

First came scoping and assessing the challenge. Zones worked with the client to gain a full understanding of the problem at hand – the what, when, where, and why of the customer experience. Zones was able to find a bottleneck in the process, and they began to devise a better way for company personnel to complete transactions with customers at the point of sale.

Next came solution design, as Zones began to have conversations with the client about mobilizing and implementing a new point-of-sale (POS) system. Zones' team was able to configure and secure each part of the solution, including mobile tablets, mobile payment terminals, and desktop receipt printers. They also provided on-site support to help install each new mobile POS solution in each location.

After that came project management, as Zones worked diligently to ensure that the client's new solution was running smoothly. In addition to on-site installation services, Zones offered the client inventory management services to help the client keep tabs on their IT assets and mobile device management (MDM) engineering management services to help them track mobile devices. Zones' Service Desk solution was also able to lend support with the new system as needed.

“ This solution is by far the most cost-efficient option that we evaluated. The total cost was approximately one-tenth of our current legacy POS solution, it provided the same or more functions, and it was much easier to set up and support. Another advantage is that Zones takes responsibility for the entire solution. We only need to call one phone number if there is a problem.”

*IT Manager,
Leading Pawn Loans Provider*

THE RESULTS

Immediately during the proof of concept phase, the client saw sales increase due to this new POS solution. This, in turn, led to increased ROI, as the company's leap in sales more than paid for their initial investment in mobile technology.

As a result of Zones' high-quality work to help improve the customer experience, the client has requested that Zones provide further support and services to aid in their modernization. Zones now helps manage over 100 of their locations and provides Five-Star Service for their users.

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