

# Case Study

Lighting Retailer

Geoffrey Harris has been lighting retail since 1969 and opened Geoffrey Harris Lighting in 1999. He purchased Intelligent Retail in 2009 to solve some key issues in the business.

## Problems

The nature of lighting retail is the multiple variations in products creating a large inventory.

In 2003 Geoffrey Harris' first website went live. This was fine at first, but as sales grew the admin and complexity also grew. It started to affect customer satisfaction.

They found they were selling stock twice. There was a lot more admin work involved. They found it hard to keep track of what was being sold. They decided they must invest in a system to help.

## Solution

After a broad search they selected Intelligent Retail's Premium Retail Solution because it ticked all the boxes and would integrate all their online sales. Overall it appeared really easy for staff to use.



*"Because of the central stock control we have dramatically increased customer satisfaction."*



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## Benefits

### **Stock Control – Reducing costs & time**

Geoffrey said: “Because of the central stock control we have dramatically increased customer satisfaction.” Geoffrey believes integration is vital between the Shop and Web, “Our ordering is much more efficient and we have reduced mistakes”.

### **Great at handling variations – helps sell**

“We have thousands of product lines with hundreds of variations of colour, size and wattage which are now really easy to find for both staff and customers thanks to Google style look up. This allows us to sell more.”

## Outcomes

The result has been exactly what Geoffrey wanted. They spend less time on admin and more time with the customers. “Our first EPOS solution made life easier – it’s made admin more straight forward and reduced time!”

With the new website, accurate stock control and ease of promotions have grown sales, Geoffrey recalled; “We have definitely seen an increase in profit since we had Intelligent Retail on board.”

### **Integrated Website**

In 2011 Geoffrey replaced his existing site with a fully integrated solution. This streamlined his business and increased profit through the new rise in web orders.

### **Increasing Repeat Purchases**

Similar to all businesses they have some quiet periods, so they are using the system to increase business. This is easy to do and had a positive effect on sales. Geoffrey said “Promotional codes and discounts have kept us busy during our traditionally quiet periods.”

### **In partnership – fantastic support**

Geoffrey Harris said

““I have received fantastic customer



Come and ask us about Connect.

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