

# NCR COUNTERPOINT CASE STUDY

Robert Frost Fine Footwear  
Specialty Retail – Apparel



**“NCR’s integrated sales tools help us connect with customers, control inventory, and accelerate growth. Without these systems, we couldn’t run our business.”**

– Joe Frost, Manager, Robert Frost Fine Footwear

## Run Your Business

Robert Frost Fine Footwear isn’t just a purveyor of men’s and women’s footwear, outerwear, and accessories: It’s a style beacon to citizens in Petoskey and Traverse City, Michigan. From the elegant lettering of the company’s logos to its ever-changing window displays and extensive inventory of fashionable and useful goods, the company strives to provide customers with a unique shopping experience they can’t obtain anywhere else. And NCR Counterpoint retail management applications help make that vision a reality.

The company uses NCR POS tools and lightning-fast credit card authorizations to capture critical customer information and streamline the checkout process. Robert Frost Fine Footwear implemented POS capabilities in 2000,

bringing new rigor to its sales and return processes. “It’s hard to even remember how we managed our operations before the POS system,” says Joe Frost, Manager. “It’s so easy to click the button and take credit cards. Before, if you miskeyed customer data, you had a big problem. Also, we didn’t have any way to monitor or communicate our return policies.”



Mr. Frost continues, "Now, all of that is printed on the customer receipts. If a customer forgets his or her receipt, a store employee can look up the transaction to complete the return at the purchase price."

### Connect with Customers

Robert Frost Fine Footwear believes in the power of online marketing. The company sends welcome new customer emails, advertises store events and sales, and offers birthday discounts of \$20 to spend in the store to drive traffic. In addition, Mr. Frost has developed brand segments, automatically emailing customers who have purchased a specific brand about new items they might like. "We sell Old Gringo western boots, which cost around \$500," says Mr. Frost. "If a customer buys one pair, there's a high likelihood she'll return for a second pair."

### Email Marketing that Delivers

Robert Frost Fine Footwear shared the results of a July 2012 email campaign:

- Brand promotion with discount
- One-day event
- 12,483 emails sent
- 17% open rate
- Approximately \$6,000 in sales



### Sell Anywhere

Robert Frost Fine Footwear sells online with NCR Retail Online. Rather than emulate online retail giants like Amazon and Zappos, Robert Frost Fine Footwear is going its own way. "We want to create a personalized, consistent experience across all of our channels," says Mr. Frost. The company's personal touch is evident from its storefront photos, which change with each season. The retailer also provides specialized content and strong online support to deliver an enjoyable, customized shopping experience.

Robert Frost Fine Footwear uses NCR Counterpoint inventory management tools to plan purchasing and monitor and control its goods. Having an integrated ecommerce solution means online inventory quantities are updated automatically as products are sold in the stores. Managing inventory effectively is essential in an industry like footwear, where trends come and go with the seasons.

"We have customers worldwide, so it's important to have an online presence. I'm a former math teacher, and it was an easy process to integrate the POS and ecommerce tools. Our staff required very little training to learn how to tag and upload products to our online storefront," says Mr. Frost.

## Solution Features

NCR Counterpoint Retail Management Systems

- Offer customer loyalty programs
- Analyze vendor performance
- Use the RMSA integrated open to buy tool
- Provide three-dimensional grids to analyze size, color, and width of shoes
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- View inventory across locations
- Offer gift cards and layaways
- Maintain detailed customer information
- Reduce fraud by monitoring item images at checkout
- Track sales commissions
- Track items with multiple units of measure
- Pre-plan promotions

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