



Happy Cashier Happy Customer

In just 4 minutes of average transaction time, a cashier must deal with the following if not more:

- a. The goods
- b. Shopping bag
- c. Sales notes
- d. Point of Sales system:
- e. Customer's small talk / questions
- f. EDC, cards, loyalty points, discount, promotions
- g. Smile and attitude during high accuracy data entry

Can you see all of them on the above picture?

Moreover, cashier must ensure:

- a. Right product for right customer (when customer only bring sales note)
- b. Product condition
- c. Shopping bag size alternatives to fit customer's goods
- d. Take note on accurate quantity, accurate product, variant, size, and correct sales promoter name (for commission)
- e. Accurate entry on every click and tap on the system
- f. Customer complaints are addressed while doing transactions
- g. Customer is happy
- h. Work fast enough to get the queue flowing

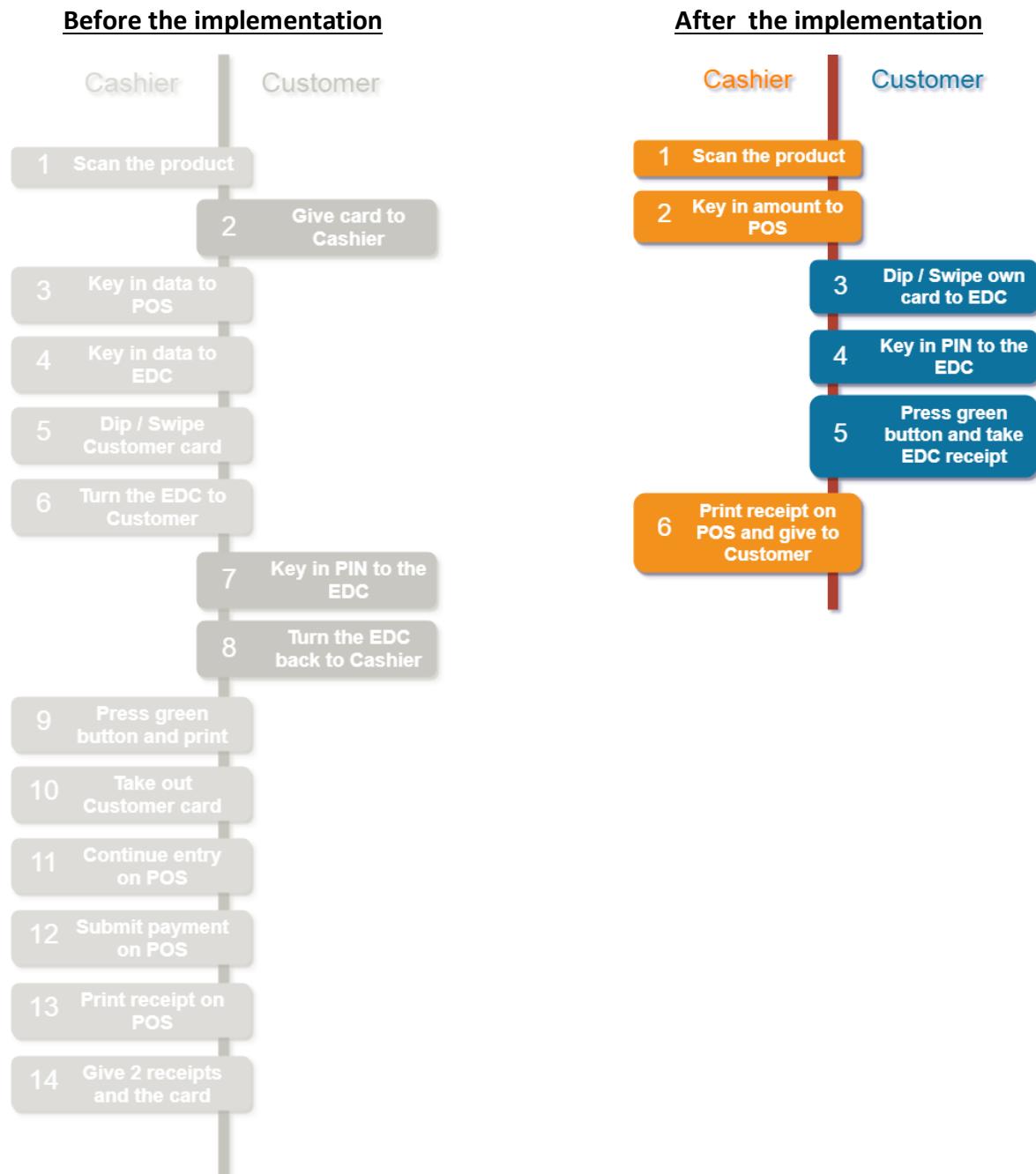


IT Solution:

- ▶ Business Process Optimization
- ▶ Software Development
- ▶ System Integration
- ▶ Project Management
- ▶ Implementation
- ▶ Vendor Management
- ▶ Training
- ▶ Support and Maintenance



It is clear that the job is not an easy job. It requires several abilities at once; multitasking, thoroughness, complaint handling, politeness, product knowledge, nimbleness, problem solving, etc. Our clients did not initially realize that this requires attention until we breakdown the process and give comparison as follow:





The aim of such explanation is to improve client's business process to be more efficient. As we explain the efficiency, our client is very much interested. So we invite related parties to make demonstration on how the system would work upon successful system integration. Generally, our goal is to reduce steps required by cashier to make transaction by integrating tools that the cashier uses in day-to-day operation.

On the same day that our client sees the demonstration, project kick-off is started. Due diligence is also done on that same day. The process is just lightning fast that on the next day we could receive all required devices for development; the test card, the EDC terminal, technical documents, etc. That shows how impressed our client is. They get all necessary agreement with all parties done on the same day.



The result

1. Shorter transaction time by almost 50% and, thus, faster queuing time for customer
2. Reduced human error, especially during transaction amount input on EDC as it is handled by the integrated payment system
3. Customer's privacy is even better respected as customers hold their own card; never pass sensitive information to other's hand
4. One-to-one transaction on POS which make it easier to track and monitor as one POS only connects to one EDC
5. Merchant discount rate calculation is automated, thus, users are provided with instant reporting on daily sales transaction including fees incurred

Conclusion

Analyzing and breaking down business process is one of crucial key factors in optimizing business flow. And when each process, take customer transaction for example, is translated into step by step actions and analyzed, it encourages ideas on improvement. One of many improvements we suggest to our client is how technology could replace human actions. It makes process simpler, reduce human mistake, and more efficient business flow in general. More importantly, your employee could gain optimum efficiency in his or her work. If that could make your employee happier, your employee could give your customer even more joyful shopping experience.