

R&A Cycles

June 12, 2012

Interview with Al Cabbad, Operations Manager, R&A Cycles

FoundryLogic: Have you been able to continue using the Mobile POS app in your store since last month's expo?

R&A Cycles: Yes I have. It really helps speed up the sales process

FoundryLogic: Are you having any problems or difficulties with the app?

R&A Cycles: No issues

FoundryLogic: What would you say are the greatest benefits of using the app?

R&A Cycles: We sell highly customizable cycling products. For us, it helps bring the work to the customer and away from the desk. It's a great tool for selling on the floor and allows us to more freely answer questions while working side-by-side with the customer

FoundryLogic: Does the app help you improve your customer's experience in your store?

R&A Cycles: Absolutely

FoundryLogic: Do you think Mobile POS helps your "branding and image" of R&A Cycles in the minds of your customers?

R&A Cycles: It does because inevitably it shows our customers that we are investing in them so that the buying process is efficient, easy, and fun!

FoundryLogic: Can Mobile POS help you increase sales, if so how?

R&A Cycles: It might not increase sales directly, but it surely can help speed up the sales process. In certain ways this will improve sales because it will allow us to move on to the next customer more quickly, and also help us earn more return visits from happy customers

FoundryLogic: Can Mobile POS help you lower costs, if so how?

R&A Cycles: For us not so much, but for certain other stores, absolutely. Instead of investing in more and more countertop workstations, which involves high hardware and software costs, it's much cheaper to buy iPod Touch's and Mobile POS software licenses from FoundryLogic

FoundryLogic: What is your assessment of your overall experience with the app?

R&A Cycles: I am truly impressed. It is easy enough for a non-computer savvy person to learn and use while someone like myself, who is comfortable with new technology, can enjoy the process of selling with it

FoundryLogic: Will you continue to use the app?

R&A Cycles: Absolutely, we are upgrading our Wifi network to cover our entire retail store

FoundryLogic: Do you plan to increase your use of the app and possibly add more devices?

R&A Cycles: I would like to add some iPad's and I'm also considering adding an iPod touch for each senior sales person we have on staff

FoundryLogic: Do you have other comments you can give us relative to your long-term vision and plans to take advantage of Mobile POS opportunities in the future at R&A Cycles?

R&A Cycles: My long term vision is that a salesperson here can walk around from product station to product station adding customized parts to a shopping list as the client chooses them. At the end, we can either price it out right on the iPod, or send it to a workstation for final pricing and spec'ing. This will be a cool feature for customers, and very efficient for all our sales associates. Some of my top drivers in making more sales and profit are to increase our sales efficiency and inventory turnover

FoundryLogic: This is great feedback. Thank you All!