

CounterPoint Success Story

Nokomis Shoe Shop

For Minneapolis-based Nokomis Shoe Shop, retail is old hat. In business since 1937, Nokomis has seen competition come and go. With a knowledgeable, friendly staff and a great selection of shoes and clothing, Nokomis has thrived while others have failed.

Brian Ocel, manager of information systems at Nokomis, feels much of their success has stemmed from the high level of service they provide to their customers. Since installing CounterPoint Business Software from Synchronics in 1996, Ocel has had even more information about his customers as well as his inventory and has been able to plan accordingly.



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"Knowing your customer is key to the success of any business," Ocel says. "Customer tracking has been crucial for us. The ability to quickly add a customer into the system has helped a lot."

By applying the information obtained from CounterPoint, Ocel has been able to order inventory more efficiently. "By tracking our customers and sales, we know who is buying and what they're buying," Ocel says. "We also like the detailed reports we're able to run for purchasing. They help us cut down on unnecessary inventory."

The ever-growing CounterPoint feature set has allowed Nokomis to easily expand to multiple locations. "We've been using the transfer feature a lot now that we have two locations," Ocel says. "This feature makes it easy to track inventory between the two stores."

Another benefit of using CounterPoint is the peace of mind that comes with having an authorized Synchronics dealer-Dailey Data & Associates-in his area. Local, authorized Synchronics dealers deliver and install CounterPoint software and provide ongoing training and technical support.

With its powerful reporting and inventory capabilities coupled with the support of a local dealer, it's easy to see why shoe stores all over the country have selected CounterPoint as their point-of-sale solution. Ocel figures if the shoe fits, you might as well wear it.

"I would recommend CounterPoint to other shoe stores because the inventory setup and tracking is pretty straight forward and simple to use," says Ocel. "The ability to create and customize grids for different items helps us a lot because we carry so many brands and items."

With CounterPoint on their side, Nokomis Shoe Shop will continue to stay a step ahead of their competition for years to come.