

CounterPoint Success Story

Oscar de la Renta Boutique

For high profile retailers such as Oscar de la Renta, reputation is predicated on the level of service provided. The New York-based boutique clothier has thrived on top quality items as well as the buying experience it gives customers.

After looking at several other point-of-sale systems, Susan Mathieu, store manager, turned to CounterPoint SQL Business Software from Synchronics, a system that she had previously used. She knew it would live up to the Oscar de la Renta name while simplifying her business structure. She purchased CounterPoint SQL from Retail Business Management Systems, a New Jersey-based Authorized Synchronics Dealer.

"Customer service and inventory management are the two essential elements of a luxury retail store," Mathieu says. "CounterPoint is an invaluable tool for customer service. For inventory management, the procedures for receiving, transfers, and RTVs (returns-to-vendor) are easily mastered."

In addition to a wide array of features that custom fit the apparel industry, CounterPoint's ease of use make it a great fit for a store of any size.

"The most important feature of CounterPoint is the way it empowers the sales staff," Mathieu says. "Their ability to access the past history of their clients at the point-of-sale enables them to better serve each client's needs by recognizing patterns and preferences. They're able to isolate their own clients by using the Sales Rep feature which allows me to coach them individually."

The robust reporting capabilities of CounterPoint SQL provide useful information for keeping up with the hottest trends. The Merchandise Analysis Report examines merchandise at the item level or by group (vendor, category, etc.), and the Hot/Cold Analysis evaluates, for example, the "hottest 40 items based on quantity sold" or the "coldest 20 items based on turn rate."

The combination of CounterPoint's breadth of functionality and the local support from Retail Business Management Systems made CounterPoint SQL the easy choice for Mathieu. With CounterPoint's bi-annual updates and the ability to grow with her store, she knows that CounterPoint is the last point-of-sale system she'll ever need.

"We recommend CounterPoint because of the ease of use as well as access to information at both the management and sales associate level," Mathieu says. "The support of a local Dealer is an additional benefit. They are responsive to any problems we have had and have provided excellent training and support."



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