

Retail Control Systems, Inc.

It all started with a bicycle, or rather a bicycle store. In the late 80s, Dave Albert knew there had to be a better way to automate his retail outlet through technology. He built a platform for his needs which ended up at a dozen other bicycle stores and soon after, Retail Control Systems was born.

As North America's largest reseller of NCR CounterPoint, Retail Control Systems (RCS) prides themselves on being the trusted advisors of speciality retail store customers. They sell the hardware and software to help manage many types of retail locations and pride themselves on not stopping there. Every employee in RCS is not only experienced in some facet of retail but they have also been with the company longer than just about any business we can think of.

Implementing retail store customer solutions comes with a rather unique challenge - support. If a user has a question they can't just tell waiting customers to hang on a minute while they call their vendor. RCS' existing portal was too complex, difficult to use and expensive for their needs. Magentrix's Customer Success portal was selected as a replacement for its elegant Salesforce Sales Cloud integration, ease of use and powerful customization capabilities which RCS could quickly configure themselves.

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Magentrix's Customer Success portal was one of the easiest items I've ever sold to our leadership team. No prepared slides, just a few points and numbers on the whiteboard and the team approved instantly.

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- Alex Koppelkam, *Manager, Strategic Initiatives*





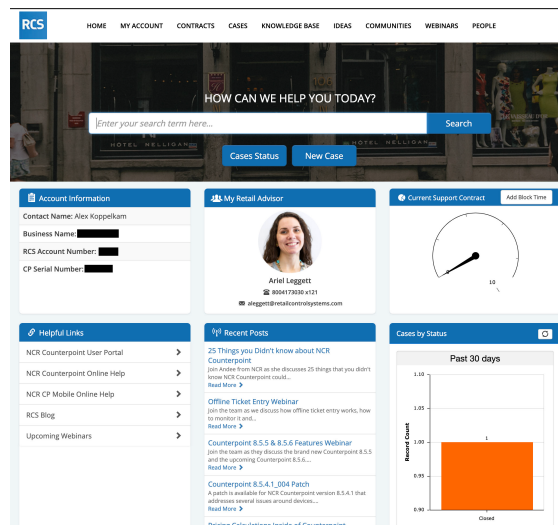
The difference in customer usage is easy to quantify. The previous portal averaged around 110 unique logins each month.

It's now part of their overall value add when selling to speciality retailers such as museums, liquor, thrift, general and sporting goods stores. The community aspect of the Customer Success portal has improved user engagement and reduced support costs significantly.

"Customers now have easy, quick access to the information relevant to their solution from RCS. This covers everything from basic details all the way to training, common questions and even the ability to download patches or hot fixes tailored to their unique mix of hardware and software products. From an RCS perspective it has drastically decreased our support costs by reducing the previous and time-consuming phone calls and emails workaround that was in place before Magentrix," says Koppelkam.

RCS' Customer Success portal by Magentrix has not only paid for itself by reducing costs and making the customer experience seamless, it's also now part of their sales upsell strategy.

With Magentrix, it's now closing in on **500** unique logins per month or an over **300%** increase in customers receiving value out of the new portal. From a cost perspective, RCS is now saving **50%** compared to the previous portal.



RCS Portal - Click to expand

About Retail Control Systems (RCS)

Founded in 1987, Retail Control Systems specializes in retail and restaurant management software and hardware solutions. RCS has built a reputation for finding specialized business management solutions that help businesses gain complete control over their operations and finances. From inventory control to daily sales management, RCS has the experience and expertise across the full-range of retail and restaurant industries to meet the unique needs of any business. RCS has been providing superior customer service, exceptional quality, and innovation to the retail and restaurant community for over 30 years.