

Pretty Girl Fashion Group puts an Epson face to POS printing

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CASE STUDY

"...with the [Epson] TM-H6000II we have a printer that's in keeping with our own philosophy - the very best!"

Emma Mader - Pretty Girl IT Help Desk Manager



The company behind fashion retail names Rockmans and Wombat, the Pretty Girl Fashion Group is a fiercely proud Australian company with approximately 400 stores operating successfully across Australia. Pretty Girl, with its full in-house design and manufacturing facilities, offers its customers an inspired range of garments, the company recognises the important role played in its success by technology. So, when it came to replacing literally hundreds of POS printers, the natural choice was the Epson TM-H6000II.

Challenge: Versatile and reliable POS printing

In meeting the challenge of identifying the best possible POS printer for a retail operation consisting of approximately 400 stores located across Australia, Pretty Girl relied heavily on the support from its POS solution provider, DigiPOS along with the company's own extensive experience with its previous retail solutions.

"Versatility and reliability were the two most crucial factors we were looking for," explains Pretty Girl IT Help Desk Manager, Emma Mader. "With 400 stores, even a one per cent failure rate is unacceptable. Our business is based on delivering our customers the very best in fashion and service; and we know that everything we put in our stores – even POS printers – has a part in providing that service."

In commenting on the need for versatility in a POS printer, Mader states: "A POS printer is much, much more than a simple device that prints out a receipt. In today's highly competitive retail environment, it needs to be a unit that has graphics capabilities along with the ability to include components such as special offer notifications."

Solution: The Epson TM-H6000II

After reviewing Pretty Girl's POS printer requirements, DigiPOS proposed the Epson TM-H6000II POS printer. According to DigiPOS Managing Director, Cameron Arnold, putting forward the TM-H6000II was a decision based primarily on the need for versatility. "All too often, retailers fall into the trap of buying POS printers without considering the broader impact it can have on their business," he explains.

"With the TM-H6000II, Pretty Girl has all the POS printing functionality they require right now, as well as features that will enable them to introduce on-receipt marketing and advertising along with receipt *and* slip printing. Essentially, the company is taking the right step forward in futureproofing itself, even at the POS printer level."

Challenge

- ◆ Reduce demand on help desk for support of in-store POS printers
- ◆ Achieve POS printing versatility in areas such as special offer notifications and graphics
- ◆ Simplify the in-store maintenance and management of POS printers

Solution

Epson TM-H6000II POS Printer

Benefits

- ◆ Drop in POS printer-related calls from 20 per cent of total help desk calls to less than one per cent
- ◆ Ability to use the Epson TM-H6000II as a failover desktop printer
- ◆ Ability to introduce on-receipt marketing and advertising
- ◆ Most POS printer maintenance is now carried out by in-store personnel



pretty girl

Fashion Group Pty Ltd

Reinforcing brand and marketing

Pretty Girl's Rockmans and Wombat brands represent style and brand recognition that is imperative to the company's operations and success. With the ability to customise receipts with graphics and additional text, the company has configured

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its POS software to print a high quality company logo on each receipt. "We've all seen receipt printers that can do this," Mader says, "but when you have a printer with the print quality of the TM-H6000II, the quality really stands out."

Looking to the future, Mader says that the printers will also be playing a significant part in Pretty Girl's marketing initiatives, with on-receipt special offers and incentives being planned. "We have the versatility to add extra graphics and text to the receipts, and this is seen within our organisation as being a valuable marketing tool – a marketing tool that having already been paid for, will only reinforce the value of the printers."

Desktop printer functionality

One of the unexpected benefits arising from the introduction of the Epson TM-H6000II printers has been the ability to use them as emergency *desktop* printers. This first emerged as a benefit when one of the stores' third-party multi-function printers broke down just as an important report was to be printed. Following a call to the Pretty Girl help desk, the store manager was advised to select the TM-H6000II as the target printer.

"Because the Epson receipt printer has Windows drivers, it's simply a matter of selecting it from any application's print dialog box," Mader explains. "While it certainly doesn't have all the functionality – or full A4 size – of a standard desktop printer, it gets the information out to the user in situations where the primary desktop printer has failed."

Easy to use and minimal support

As a direct result of the new Epson POS printers' ease-of-use and high level of reliability, Mader estimates that POS printer-related calls made to the help desk have fallen from approximately 20 per

week to no more than one; and even then, many times it's an issue that can be traced back to a different source.

For the in-store staff, the TM-H6000IIs have proven to be one of the most easy-to-use and –maintain pieces of equipment in the entire POS environment. Where the company's earlier POS printer required rolls of paper to be put on spindles before loading, it's now a case of dropping in a new roll and closing the cover.

A major contributing factor to the reduction in help desk calls is a troubleshooting guide distributed to all retail outlets. With the TM-H6000II being such an easily maintained unit, Mader and her support team have actually empowered the users with the means of remedying the vast majority of any issues that may arise. "Regardless of the fact that it's a high performance piece of equipment," Mader says, "it's such a straightforward printer that it is generally much quicker for the users themselves to address problems."

Taking the rough with the smooth

The robustness of the printers is also important to Pretty Girl with a recent change to its IT support model. Having moved from an outsourced on-site support to a centralised in-house model, equipment requiring service or repair is shipped back to Pretty Girl's Sydney IT department. "The last thing we want is for equipment to come back to us requiring *more* service than when it left the store," Mader says. "In the highly unlikely event of one of the printers actually failing, we know it can be packaged and shipped back to us and pretty well take any amount of rough handling.

"Overall, from the perspective of support, use and business potential, I'd have to say that with the TM-H6000II we have a POS printer that's in keeping with our own philosophy – the very best!"