



Case Study

Southern Retail Systems



Challenge:

Southern Retail Systems wanted to improve the productivity of its field-based sales team with a portable printing solution.

Solution:

Brother's portable printing solution combining its A4 portable PJ-673 printer with its free portable print for iPad® app and utilising Invoice2Go's app.

Benefit:

Since using Brother's portable printing solution, Southern Retail Systems has reduced its sales cycle, improving the efficiency and productivity of its business.



PJ-673

“ We've seen an immediate impact on the business since using Brother's mobile printing solution. Previously a sale might have taken days and sometimes weeks to finalise when all the paperwork was processed and returned by the customer. Now, if there's a sale to be made, our field-sales team can process it immediately, printing quotations, orders and invoices on the spot, dramatically reducing our sales cycle. We haven't quantified the effect on our business yet but you can see the potential to increase sales revenue. For example if we would normally achieve £300,000 in sales revenues over a three month period, by condensing our sales cycle we could be achieving £300,000 in just one month. That's the potential. ”

Simon Vinall,
Managing Director of Southern Retail Systems



PJ-673

Overview of customer and their challenges

Southern Retail Systems are a leading UK supplier of Label Printers, Colour Label Printers, Label Supplies, Barcode Scanners, Barcode Verifiers, ID Card Printers and EPOS Hardware and Mobile Computing. With a field-sales team visiting its retail customer base and processing on average three or four high value transactions a day, they needed a more mobile approach to improve productivity and customer service.

Managing Director of Southern Retail Systems, Simon Vinall explains: "If one of our sales team secured a sale out in the field, the paperwork would get processed at the office and emailed back to the client. Getting the paperwork back could take days or even weeks depending on how organised the company is. We've had instances of orders going missing, delaying payment and even where the customer has changed their mind. We needed a portable printing solution that would work seamlessly with our iPads so that our sales team could process a sale on the spot. When we heard about Brother's portable A4 printers, they sounded perfect for our needs."

Brother's Solution

Brother's PJ-673 provides quality A4 printing whilst on the move. Measuring just 25.5cm and weighing 478g, it's lightweight and fits neatly in a computer bag. Its direct thermal printing technology ensures reliable quality, whatever the conditions or environment, and because it uses no ink or toner, there's no mess, risk of spillage or 'running out of ink' whilst out on the road. With flexible power options, including rechargeable batteries, AC adapter or vehicle power kits, and seamless connectivity via Wi-Fi and USB interfaces, it's the perfect portable printing solution.



"We think the potential for Brother's mobile printing solution is huge and we are already starting to see a demand across a wide range of industry sectors. A plumber using the printer says it has been fantastic for his business. Previously he would do all his quotes on a Wednesday by which time some customers could have been waiting a week and gone elsewhere. Now he can print quotes instantly, helping him work more efficiently, with the potential to win more business. One of our customers is a central heating engineer and the mobile printer has helped him fit in more appointments because he no longer has to go back to the office to print out quotations and boiler certificates."

Simon Vinall, Managing Director of Southern Retail Systems

Using Brother's free PJ-673 print application, enables users to print PDF files, images (such as JPEG, BMP, GIF, PNG and TIFF) and PRN files from an iOS device (iPhone®, iPad® or iPod Touch®). Southern Retail Systems are also using the Invoice2Go app which works on iPhones® and iPad® with Brother's printer.

Benefits

Since introducing four of Brother's PJ-673 A4 portable printers, Southern Retail Systems has been able to dramatically reduce its sales cycle. Simon Vinall said, "We noticed immediately the impact a portable printing solution has had on our sales cycle. Now, when one of the sales team attends an appointment, they can work out a quote on their iPad® and print it out using Brother's printer. If the customer wants to buy the sales person can secure and process the sale immediately, issuing an order and an invoice whilst still talking to the customer. There's no longer any delay processing the necessary paperwork back at the office and the sale is completed instantly, speeding up the whole sales process. What previously took days or sometimes weeks to complete, can now take place in an instant."

The field-sales team at Southern Retail Systems are delighted with their new sales tool. Simon Vinall said, "The printers have been well received. They are lightweight and easy to carry in our laptop bags. They connect via Wi-Fi and can be charged up in the car, perfect for mobile workers.

The iPad® Print application is simple to use and it works seamlessly with other applications, like Invoice2Go. As well as helping to make our sales process much faster, it is helping us to improve customer service. Customers are impressed that we can complete an order, with printed quotations, orders and invoices, on the spot, and it helps our staff look efficient and professional."

Southern Retail Systems have been so impressed with Brother's portable printer, they have embraced the PJ-673 into their own product portfolio to sell to their clients.

Compact A4 Portable Printing Solution



PJ-673

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www.brother.co.uk

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