

CASE STUDY

ANOTHER SUCCESSFUL IMPLEMENTATION

FANCY THAT OF LONDON

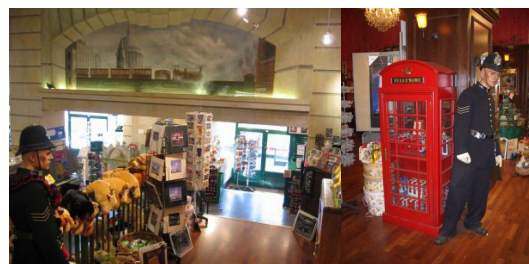
9000 small-value stock items and a reluctant staff - a successful partnership for "Fancy That" and Senso

CUSTOMER PROFILE

Fancy That of London are a chain of gift and souvenir shops situated in prime positions in the West End of London. "Fancy That" are not just regular gift stores - they act as a crucial provider of information and other diverse items such as theatre tickets in the busy and exciting Capital City.

In 2003 Fancy That re-opened its Baker Street outlet after extensive renovations to the store, having professionally redesigned the store & quadrupled the square footage the store is now themed on an early 19th Century London Street, during the Sherlock Holmes period.

Having traded for over 35 years, Fancy That focuses on providing quality giftware and souvenirs at very affordable prices. Fancy That operated up to 15 retail outlets across London which they scaled down to concentrate on the 3 main stores in London, situated in the Haymarket, Baker Street and Museum Street.



Although Fancy That reduced their number of stores, they increased the floor space of the 3 main, most profitable stores. They then realised it was time to manage these assets as effectively as possible through the use of technology.

THE PROJECT

Adam Ficken, Fancy That's owner explains, "I looked very closely at the EPOS systems market place before I made my final decision and when I analysed more closely what my real requirements were, the DRS system from Senso Group most comprehensively addressed my issues around stock control, inter-branch stock transfers, controlling theft, stock taking and most importantly real-time central management control."

Our specialist team of consultants met Adam in order to understand his business, his issues and his aspirations for the future. From this depth of understanding, our Retail experts were able to suggest how we could best meet his business needs. We went on to show the system firsthand in order for Adam to see graphically how the needs of Fancy That and the Senso DRS solution fitted together seamlessly.

Adam adds, "Senso were sympathetic to the fact that my Managers and Staff were not fully computer literate and their implementation planning took this factor into consideration. This 'can-do attitude' made my final decision easier".

The busiest trading period for Fancy That starts at Easter and carries through the summer, so it was vital that the new system could be configured and implemented to meet this schedule. The whole installation and training was completed with more than sufficient time to allow all staff to use the system in a less pressured environment so as to ensure that the Easter rush was met without any issues.

IN SUMMARY

Adam summarises, "The DRS software interface is by far the most customisable and cleanest that I have come across. This meant that even the most reluctant staff members have taken to the new system swiftly - this together with the close attention paid to us by Senso throughout the implementation and go-live has made an experience which many companies dread, into an interesting and enjoyable one."

With DRS, supported by Senso, we now have the systems in place to effectively manage and grow our business with real time information and means additional stores and web sales can be simply and seamlessly added and managed by the system."

Visit Fancy That of London www.fancythatoflondon.co.uk

ABOUT US :

Senso provides a new direction in retail solutions. The Senso team is drawn from experienced senior personnel from across the retail sector, which means that we understand your business.

The Senso ethos is Total-Care - we want your business to grow with our solutions

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The DRS solution covers:

- Touch screen - EPOS
- Back office / Head office
- Retail / Wholesale / Web
- Integrated Chip 'n' Pin
- CRM / Customer Accounts
- Loyalty
- Stock Control
- Promotions