

Creating Value for Customers

Goodwill Industries upgrades its POS system to improve store efficiency. By Alana Okun

Goodwill Industries of the Columbia Willamette Division's mission is to provide vocational opportunities to people with barriers to employment. In 2003, its retail business, consisting of 35 locations, transformed 120.7 million pounds of used clothes and household goods into \$57.7 million in sales revenues. The Portland,

Oregon-based division also transformed donations into employment and other vocational services for 11,445 people.

"Our donating customers trust us to take in and sort donations and determine a value for the items," says Denelle Martin, new goods/special projects coordinator for Goodwill Industries, Columbia

Willamette. "They're basically giving us a blank check towards our mission and what we do with it is up to us. It is imperative that we process donations efficiently to provide the most value."

Until recently, Goodwill Industries was running its operation on a 14-year-old POS system. With the highest divisional retail sales in North America and another three stores expected to open within the next year, the retailer required a POS upgrade in order to maintain sales and drive growth.

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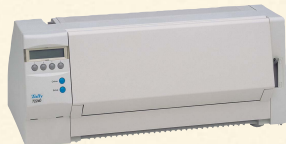
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An upgraded POS with digital check imaging helps Goodwill operate cost-effectively.

"We were looking for a more modern POS solution that would create less paper and more value for our customers," says Martin.

The retailer selected Epson's TM-H6000II multifunction printer with TransScan digital check imaging and PC America's Cash Register Express software as part of its storewide POS system rollout. The rollout also includes new monitors, touchscreens and sunrise-compliant scanners. The 117-register rollout was expected to begin mid-April 2005, and be completed within a week.

PC America is providing an end-to-end POS solution that allows the retailer to utilize the TM-H6000II with TransScan digital check imaging. PC America's Cash Register Express POS solution provides Goodwill with fast checkout, back office functionality, purchase orders, warehouse distribution, gift cards and store credits. Each of the applications are synchronized in real-time over the Internet for up-to-the-minute information. Goodwill's unique color-coded pricing system was added to the software program to allow for automatic "color of the week" discounts at the register. In addition, the solution streamlines the donation-to-sales floor process and inventory system to increase efficiency, while monitoring sales and tracking employee productivity.

The retailer expects the new POS system to speed up transaction times, allowing it to run its stores more efficiently – saving time and money. "The new solution reduces check handling which saves time, eliminates employee error and reduces fraud," says Martin. "Streamlining cash equipment also improves operational organization. Any time we can make operations better and smoother, the better off we are." ■