



SCHEELS

Regional sporting goods retailer enhances the customer experience and improves productivity with custom POS application.

Quick Facts

BTM Global Services: Development, implementation

Solutions: Oracle

Scope: Custom POS application

For more than 100 years, Scheels has been a trusted name in quality goods. The company evolved from a general merchandise store to a sporting goods destination, now with 26 stores in 11 states and supported by 6,000 employees. It is an employee-owned, privately held business that credits its empowered associates, leaders and partners for the company's success.

Project scope and challenge

Most Scheels stores feature Gramma Ginna's Restaurant and Fudge Shop, each of which offers unique specials and goods to customers. Scheels was a long-time Oracle Retail user, including Oracle Point of Sale (ORPOS). However, as its Gramma Ginna's concept grew, the retailer found that the system's interface did not meet the needs of its deli operation: while the traditional interface was very efficient for Scheels' regular POS stations, it actually slowed lines and required more associate training in the restaurants and coffee shops.

WHAT OUR CLIENTS SAY

Our associates love the new system. It is easier to use and allows them to focus on the customer rather than a POS interface that was cumbersome for their needs.

- Marc Windahl, vice president of information technology

Most retailers would solve this problem by using a quick-service restaurant POS system running in parallel with the standard retail POS application, but Scheels thought the additional expense and complexity of two systems weren't warranted nor desirable. Instead, the retailer sought a technology partner to design a new and better interface.

Services

Scheels chose BTM Global, which was already working on the company's ORPOS v13.4 development and support initiatives, to create a custom interface addressing its unique business requirements.

BTM Global developed a new cashier interface leveraging both touch screen technology and the strength of the ORPOS system and item database, which is easily customizable to each location's menu and offerings.

The standard POS interface requires an associate to scan item barcodes to add them to the ticket. Scheels' new custom interface presents a system of touch screen menus nested by categories, which allows the associate to efficiently add the customer's order to the POS ticket.

For example, if an associate presses the [Coffee] button, they are presented with a screen of coffee choices. Selecting one adds it to the ticket. In this example, the associate could also select a second button to "make it a combo" and add soy milk or a sandwich. Then, a single button press returns the terminal to normal POS operations if the customer has merchandise they also wish to purchase. Finally, a single button or completion of the transaction will return it to "deli mode" for the next customer.

Results

Provided functional and technical expertise in all phases of the project, from design through development, testing and implementation support.

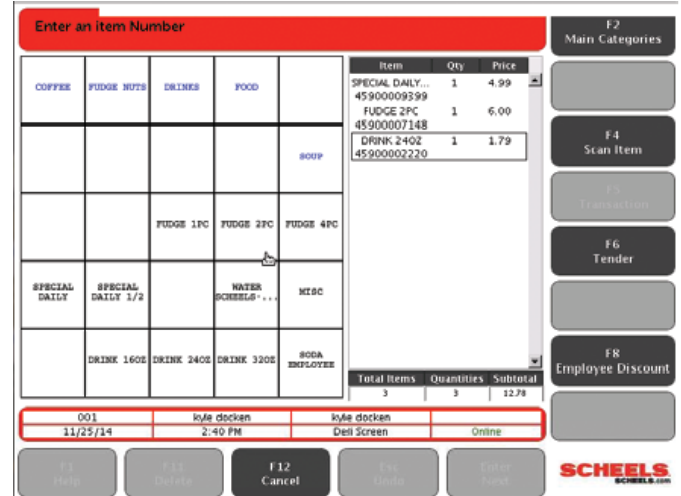
BTM Global leveraged the existing ORPOS framework to add new functionality. It took the enhanced features found in ORPOS and integrated it with Scheels' current production

system, while also developing enhancements and support tools to manage and maintain the solution.

BTM Global further developed special enhancements that include support for special discounts like the morning discount coffee hour, associates discount, and on-screen scrolling receipt to improve associate productivity.

The result is a flexible yet unified POS system that enabled both retail and deli cashiers to run transactions from the single ORPOS application. It is efficient and accurate, while avoiding the increased costs of two systems. For Scheels, this not only means faster order processing for Gramma Ginna's customers, but a perfect alignment with the company mission: to be the best retailer in the eyes of the customer.

"BTM Global has delivered a system that meets the challenge of raising the productivity and customer experience for our deli associates," says Marc Windahl, vice president of information technology at Scheels. "Our associates love the new system. It is easier to use and allows them to focus on the customer rather than a POS interface that was cumbersome for their needs."



The new custom interface presents a system of touch-screen menus nested by categories to allow the associate to efficiently add the customer's order to the POS ticket. Contextual menus offer a seamless progression to complete the order, including common add-ons.

Find out more at btmglobal.com
Contact us at 612-238-8800

