



Stacey McCormick

Tim Sobkowiak

Harold Hampton

Charlie Malouf

“ this is home. Ashley HOMESTORE

SPEED is the #1 Driver of Mobile POS Adoption. On average, we’ve reduced **checkout times by 70%.”**

Stacey McCormick
VP of Retail Performance

ABOUT OUR PARTNER

Founded in 2003, Broad River Retail (BRR) is one of the largest, independently-owned Ashley licensees. Today, they operate 31 HomeStores throughout the Carolinas and Georgia, as well as three state-of-the-art distribution centers, corporate offices, and contact center spaces. **At BRR, culture is vitally important, and they refer to their team members as Memory Makers.** With over 900+ Memory Makers, they are intentionally connecting the dots to create a better experience for every guest they serve.

CLIENT SINCE

2012

31

STORE LOCATIONS

\$240M

REVENUE

SUCCESSFUL TECHNOLOGY ADOPTION

STORIS collaborated with BRR to develop training scripts and support implementation. Onboarding Mobile POS enabled their team to experience the power and speed of having modern technology at their fingertips. BRR identified their own internal technology evangelists who take early initiative to learn new technology and spread adoption across the organization. Further, to launch each region, BRR’s technology leaders went on site to provide motivation and support training.

Mobile POS Early Adopter

Broad River Retail strives to continuously utilize innovative technology, showing their customers they’re committed to providing the best possible shopping experiences. When STORIS opened its NextGen Mobile POS early adopter program, BRR saw this as an opportunity to **develop a mobile-first salesforce and selling strategy.** A true benefit of being an early adopter is collaborating with STORIS’ expert engineers and seeing their retail perspective developed into the NextGen platform. The STORIS team continually gathers firsthand feedback for NextGen’s roadmap.

“When customers see our Memory Makers using **leading-edge technology**, it conveys **our commitment to a great experience.**”


Harold Hampton, Vice President of IT and BI

Early on, BRR recognized the ease of use of STORIS’ NextGen platform. In furniture retail, technology needs to be at the forefront as home furnishings retailers compete with service experiences universally. BRR believes they need to keep pace with or exceed what their retail competitors are doing to succeed in the marketplace.

STORIS understands that **innovation and collaboration are two of BRR’s core values**, and they’ve developed a symbiotic relationship around this. Participating in STORIS’ early adopter program was an easy decision for Broad River Retail. BRR knows their voice matter, and that is felt through their organization.

NEXTGEN MOBILE POS ADVANTAGES

Lead Generating Tools




Mobile POS provides retailers with tools needed for lead nurturing and guest relationship building. Since implementing Mobile POS, Broad River Retail has **increased the tracking of their unsold customers by 67%**. By utilizing lead generating tools in Mobile POS, BRR found great success through holding private events. BRR also uses the Activities:Opportunities and Opportunities:Guests ratios to engage their Memory Makers in lead nurturing best practices.

All-Encompassing Platform




The NextGen platform provides home furnishings consultants with a wealth of knowledge at their fingertips, so they never have to leave their guest throughout the in-store shopping journey. Mobile POS is **all-encompassing** & empowers BRR's Memory Makers with all the details captured during a guest interaction in one place.

Avenue for Order Accuracy



Mobile POS provides quick access to your entire inventory. As part of BRR's implementation, they took the initiative to **refresh their product data, such as images, descriptions, & collections**. The ability to view these images in Mobile POS helps BRR's Memory Makers ensure the proper colors and options the customer desires are correctly indicated on the Sales Order. The visual experience provided via Mobile POS helps reduce mistakes & build consumer confidence.

Improved Customer Satisfaction



Mobile POS facilitates an efficient and enjoyable shopping experience increasing customer satisfaction. From fast processing speed, an easy-to-use interface, and advanced functionality, Mobile POS provides BRR's Memory Makers with a modern selling toolkit. Since implementing Mobile POS, BRR's **NPS surveys have greatly improved as well as their online reputation**.

EXPERT ADVICE

"Complacency limits growth. Constantly look for technologies that will improve your guest experience. The process takes time and effort, but when you improve your guest experience, that's when you grow company revenue."

- Timothy Sobkowiak, Sr. Manager ERP and Retail Technology

MOBILE POS DESIGNED FOR SPEED

For Broad River Retail, the greatest ROI of Mobile POS is the **pure excitement** and **direct positive feedback** they continuously receive from their Memory Makers.

As Mobile POS is designed for speed, this modern technology helps BRR decrease their customer checkout times dramatically through streamlined Sales Order creation. Furniture is the third-largest purchase a customer has behind their home & car. Going into a store, shopping, and deciding on their purchase is enjoyable. Once they make their decision, customers desire a fast checkout.

In Mobile POS, the cart is already being built while shopping and BRR's team immediately noticed how fast they can transition to the checkout stage. All from one single screen, their team can seamlessly manage their customer's product selections and multiple fulfillments. The BRR team held races in the traditional STORIS POS vs. Mobile POS to see how fast the new checkout experience was, and **it is 70% faster, on average**.

What BRR values most is that STORIS excels at innovation, consistently raising the bar for technology experiences.

Discover Mobile POS Today

