

Regatta gets equipped with EPoS

Established in 1991 by the Black family, a leading name in outdoor clothing with over 80 years experience, the Regatta brand is one of the most popular in Europe today. Exporting to over 30 countries, with dedicated sales offices in France, Belgium, Germany, Holland and Spain, Regatta has ten outlets across the UK.

Keen to improve stock control and communications across its retail network, Regatta decided to overhaul the point of sale to better equip the company for its future planned growth. Previously relying on a PC-based system, with keyboard, Regatta was also keen to implement sophisticated touch technology to speed up in-store operations and service.

Regatta turned to Birmingham-based WinTill to provide the solution. After in-depth consultation, WinTill's software solution TouchScreen was recommended – an advanced application designed to run on the very latest touchscreen terminals. And, to this end, Regatta selected Epson's IR-700 – its state-of-the-art fully integrated EPoS system with the smallest footprint in its class.

Piloted first at Regatta's Fleetwood outlet, the system is being rolled-out to the rest of the company's estate. Intuitive and easy to use, Regatta is able to train its staff in minutes thanks to the IR-700's large colour touchscreen. WinTill's feature-rich software guides the operator through each transaction process using on screen menus and prompts. And, with only the relevant functionality available during a transaction, the possibility of errors or mistakes is minimised.

"The new system is brilliant and definitely an improvement on what we had before. All our staff are very enthusiastic about the touchscreens – they certainly make life much easier," said Melanie Jones, Retail Support Co-ordinator at Regatta. "We can now also download software upgrades direct from the internet helping to minimise business interruption. " On average two IR-700s are being installed at each store which, thanks to their compact and all-in-one design, will save vital counter space for Regatta.

"The system gives us fast access to all kinds of reports such as sales, banking, reconciliation, VAT analysis and assistant takings. As a result of such in-depth management information, we are able to see exactly what each individual store's best sellers are to enable us to plan accordingly," explained Melanie. "We now have the advanced solution we required – Epson's IR-700 has succeeded in delivering fuss-free and reliable customer service."