

RETAIL CLIENT CASE STUDY

DELTA HOUSE AND HOME

delta
house & home

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**Delta House & Home.
Premier retailers of
furniture, home decor
and household goods.**

Delta House and Home, a trading division of FDH Ltd., have two retail outlets in Co. Fermanagh: one in Lisnaskea and the other in nearby Fivemiletown. They serve the furniture,

home décor and household appliance needs of people from both sides of the border who find Delta's product range, competitive pricing and quality of service too hard to resist.

Delta H & H stock a wide variety of furniture and household products including such well known brands as Hotpoint, Whirlpool, Zanussi, Belling, Nilfisk, Sanyo, Samsung, Toshiba and many more. Their superb range of high-quality furniture is sourced in the Far East, Europe, the UK and Ireland. In order to control the wide variety of products they carry, Delta installed our EasyRetail stock control, EPOS and accounts solution in their two stores back in 2002. The central server that holds the two sets of stock ledgers is in the Lisnaskea branch and there are four EPOS tills in the Fivemiletown store connected online 24/7 to the server across a single broadband line.

According to Delta's financial director Wesley Warrington, our system was implemented because *"When Delta first opened in 2002 we recognised the need for a system which would ultimately control our stock and provide a professional image at the sales counter. We received an Easy Retail brochure in the post and liked the look of the system. After a demonstration we decided quite quickly that it was the system to suit our needs."* In fact, Delta H & H's EasyRetail system required no customisation whatsoever in order to match their business model. Our standard system fitted their operations like a well knit glove.

Of course being in such close proximity to the border means that Delta House and Home must be able to transact their business in both euro and sterling. Before Delta installed their EasyRetail EPOS and Stock control solution back in 2002, sales staff needed calculators to convert prices from one currency to the other. It was a less than desirable way of dealing with customers, as it slowed down the sales process and inevitably mistakes were made converting prices and totals from one currency to the other. The dual-currency features of EasyRetail changed all that and the calculators and manual docket books are long gone.

Wesley is very content with his system and the direction it is going in and would recommend it to other furniture and house ware retailers. This is what he has to say about EasyRetail: *"We are now at a stage where we would be unable to control our stock and administration manually. With Easy Retail we can devote more time to selling and less to administration. Delta House and Home have been using the Easy Retail system for over seven years since we opened our store. The system has grown during that time alongside our business and they run very much hand in hand. I would consider myself very ofay with the system having set it in our store initially and used it during this time, yet every week I discover something new that helps me manage and control the business. I have no complaints about the support and back up we receive from Eurosoft and I believe it is important to have a good relationship with your software supplier. I would have no hesitation in recommending the Easy Retail to other retailers who want to gain more control of their business."*

