



### Seamus Watters Electrical - Bordering on the Magnificent

Seamus Watters Electrical is probably the most uniquely positioned electrical retailer in Ireland, as their impressive 20,000 sq ft. premises is located inside Northern Ireland yet they are only 200 yards from the border with county Louth and the same distance from the border with county Monaghan. Therefore it comes as no surprise to learn that they draw in as many customers from the south as they do from Northern Ireland.

Being so close to the border means that Watters Electrical must be able to do business in both euro and sterling. Two years ago, before Watters Electrical installed a twelve-user EasyRetail EPOS and Stock Control solution, sales and counter staff had to carry calculators so that they could convert prices from one currency to the other. It was a less than desirable approach, as it slowed down the sales process and inevitably mistakes were made converting prices and totals from one currency to the other. Tracking currency movements was also a major headache especially when goods were returned for credit or refund, as the value of the refund could turn out to be more than the original value the customer paid if the customer switched currencies. However the dual-currency features of EasyRetail changed all that; the calculators are long gone and Seamus Watters Electrical can now conduct business in either currency at their EasyRetail Till PCs. In addition, the system stores the original currency type and conversion rate of the payment on the historical sales transaction, which means that staff can interrogate the customer's account to see exactly how much they paid originally.

Seamus Watters is very happy with his EasyRetail system and would recommend it to other Retailers. This is what he has to say:

*"EasyRetail has improved so many areas of our business since we first installed it. The system allows us to fully control our stock, purchasing, sales, quotations, accounts, deposits, prices, returns, refunds and deliveries. What I really like about the system is the fact that we can now accurately tell the customer whether or not we have the item they are looking for whereas before we installed EasyRetail it was a case of having to send a member of staff out to the stores area to check whether or not we had one in stock. The dual currency functionality in particular has helped speed up service times to the customer at the point of sale and the sales documents that EasyRetail prints are so much more professional looking than our old hand-written docket books which could often be illegible. I am delighted that the whole process of sale entry to product delivery has been smoothed out and the company is benefiting from the new efficiencies brought about by using EasyRetail."*

