

POINT OF VIEW

Powerfully Simple Point of Sale



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TURBO TIP

Physical contact from a female associate causes both male and female customers spend more.

Bridging the Customer-Employee Divide

“The lowest price wins!” Or does it? In recent years, the retail industry has experienced a dramatic shift. Pricing wars have taken a backseat to consumer experience in outmaneuvering the competition. Customer-employee interaction plays a large role in this experience. Customers have been trained by today’s technology to expect instant gratification, personalization and a broad product offering with the ability to narrow results. Meeting these expectations starts with recruiting quality associates with exceptional talent, training them to focus on customer rapport and giving them the technology necessary to over-deliver. As digital and physical environments become



one, investing in a customer-centered culture will allow you stay ahead of the competition. Human interaction will only become more powerful as the world around us turns virtual.

By Leticia Stryker

7 Ways to Compete with Big Box Stores

You can not only compete, but thrive amongst the big box stores. Here’s how.

Master your niche. Create and become the expert of a unique niche the larger stores may be overlooking. Your expert knowledge will give you the competitive edge.

Create store loyalty. Reward programs provide discounts and personalized service to strengthen your brand loyalty. Test to see which program your customers respond best to.

Get to know your customers. Big box stores can’t focus

on personal relationships. This gives you an upper hand. Make each customer feel special—like you’re old friends. Be courteous and helpful at all times.

Hire excellent staff. Your staff should enjoy working for you. Invest in training, set proper job expectations, show sincere interest and truly listen. Employees will treat customers the same way.

Use trending technology. Share store events via social media. Make your posts interactive and update frequently. Include related

products, video tutorials, etc.

Be a store with character. Big box stores are plain and impersonal. Make your store a relaxing place to shop and give it plenty of character to set it apart.

Host community events. Join forces with other small businesses for community events such as extravaganzas, charity and school events, workshops and seminars. Working with the local community draws customers and inspires loyalty.

By Shayla Eaton

www.powerhomebiz.com

Do I Need EMV?

& PIN are used), that it belongs to the person using it. While not yet common in the U.S., there is growing interest in using EMV to help increase fraud-protection, especially as fraud liability shifts from the card issuers to merchants this year.

Do you need EMV? Four things to consider:

- U.S. merchants are not required to implement EMV by October 2015. Rather, in October 2015, the liability for counterfeit payment card fraud shifts from the issuing bank to the merchant. If the merchant is the least secure party in the transaction, they will be responsible for the costs and will not be paid for transactions that are unauthorized by the account owner.
- Train your employees to better identify fraud. Review the Credit Card 101 guide that contains helpful tips and questions to ask so you can identify potential credit card fraud before running a transaction.
- Consider investing in breach protection assistance to cover breach related costs.
- Make sure your local network is secure. Establish PCI compliance and E2E encryption to protect your store from a breach. Maintain antivirus, firewalls, and network security protocols.

For more information contact Paladin Data Corporation at 800-725-2346.

*By Mercury Payment Systems, LLC
 AMEX, Frequency Asked Questions*

EMV is like any other credit or debit chip that interacts with the point of sale transaction, except that users account information is embedded in a smart device. This helps confirm the card is valid and, in some cases (when Chip

Executive Perspective: Where Technology Needs to Go Next

You open your email to discover the interface has been completely redesigned and now you can't find that one button you need most. The trendy app you just downloaded seems so complicated to navigate. And you're not sure you want to update your mobile device and risk having to learn to operate it all over again.

Each and every one of us have likely experienced this frustration. As technology increasingly penetrates every aspect of our lives, we use it for everything: banking, shopping, planning the day, staying healthy, entertainment, navigating and staying in touch. We have become so accustomed to having it, we couldn't live without the conveniences and options it offers... Yet something still seems to be missing. Why isn't technology collectively easier to use?

It would appear that the race to develop the prettiest, most



Mike Williamson
 General Manager

innovative "next big thing" has eclipsed the reality that technology must be user friendly, intuitive and consistent. The technology of tomorrow needs to be easy to install, painless to update, efficient, have detailed help documents, instinctive to navigate and, most importantly, SIMPLIFY not complicate our lives. Imagine a world where buttons are all right where you expect them to be, updates don't turn your life upside down and you actually have more free time because of your technology.

At Paladin Data, we stand by our mantra, "Powerfully simple point of sale." This is reflected in every facet of our software, mobile technologies, training and customer service. Our focus, presently and into the future, is a balance of state-of-the-art and user-friendliness. Perhaps this formula will be the next "latest and greatest" trend in the technology world. We certainly hope it is.

Best Practices: A Knowledge Base

*Knowledge is power: The power to inform. The power to learn.
The power to connect.*

A knowledge base is a collection of articles used to educate employees and as an avenue of public relations.

How do you create excellent knowledge base articles for your company?

Clear and Concise: Time is money. Don't make your customers untangle a knot of confusing steps.

Consistent: Maintain a writing style and visual presentation that is user friendly and similar. Readers will know what to expect and appreciate the familiarity.

Collaborate: Every article should involve at least two people and mutual respect.

Brain dump: The subject matter expert (SME) puts thoughts into a rough draft.

Testing: The technical writer tests the steps, revises the draft for clarity, and inserts questions for the SME.

Rewrites: The technical writer/editor and SME may exchange several revisions until the information seems quality assured.

Publication: The final draft gets published for the intended audience(s).

Feedback: End users may suggest changes.

Content management: For each article, the content manager must track the publication process.

Content analysis: The articles involve many data points for snapshots and reports.

Sharing company expertise through a knowledge base is a powerful way to provide excellent customer service.

By Jasmine Stark



Company: Ace Hardware of Orange City

Owner: Richard Anderson

Location: Orange City, FL

Years in Business: 31



Ace Hardware of Orange City is a family-owned store located in a small town of just over 10,000 residents. Their nuts & bolts and lawn & garden offerings, as well as a phenomenal paint department allow them to go the extra mile in convenience-based customer service.

Richard finds the greatest reward in helping customers - being able to provide just the right solutions to their problems. In his many years in the industry, Richard has seen a drastic change in inventory management, "You have to maintain your investment by getting rid of the bad SKUs and increasing the good ones." He has been successful in staying competitive with price and selection. The key to his success? "Keeping our technology current. Paladin has helped us achieve this in a simple and cost-effective manner. With just a few keystrokes, we can easily access necessary data, control inventory, drive sales and, thus, profits. The system is easy to use and easy to train." In the next five years, Richard anticipates a technology-driven, "wireless everything" industry, with the Internet prompting many brick-and-mortar consolidations.

Best Advice:

"Change to Paladin! It has made my life so much simpler. Keep your technology current. Know your competitors and your market. You must be willing to adapt or you will be gone."

By Leticia Stryker

How Does Paladin Help You Increase ROI

Efficiency is important in managing a store. Paladin Point of Sale increases your efficiency by managing your inventory investments and offering various ways to track your store's ROI.

How does Paladin do this?

1. Inventory management in most systems is a computerized version of tracking by hand. Paladin Point of Sale is different. With Market Driven Inventory Management™ we look at all sales history and use this data to calculate suggested reorder quantities to keep just enough stock on hand and provide maximum ROI. Everything is automatic, including difficult-to-manage situations like job pack quantities and seasonal items. Learn more about Paladin's Market Driven Inventory Management™ by calling 800-725-2346.

2. Paladin Point of Sale Reports are one of the many ways Paladin helps your store generate a higher ROI. Various reports include: Shrinkage, overstock, ROI reports, and many more.

ROI: [Return on investment] is a performance measure used to evaluate the efficiency of an investment. The return is divided by the cost; the result is expressed as a percentage or ratio.
- Investopedia, Online Dictionary

3. Stock your store with Paladin's Suggested Order Reports. This report is one of Paladin's most powerful reports. Based on proven business principles and your specific sales history, you will have the right inventory at the right time, and in the right quantities.

4. Slow moving inventory items waste valuable space. The Slow Movers Report uses market-driven tactics to identify these items, so you can clear them out and make room for more effective investments.

By Shayla Eaton

www.investopedia.com



Paladin Tech Buzz



At Paladin, we are always exploring new methods to advance the ways our customers interact with and leverage our software solutions. We are excited to introduce “Excellence in Coaching,” a new series of free bi-weekly webinars! Initial topics include: distinctive features, custom reporting, loyalty programs, procedure recommendations, detailed instruction on new features, Mobile² apps and more. Beginning June 30th, “The Top 10 Most Overlooked Features in Paladin POS” will kick things off. This presentation was well received at the recent Paladin User’s Group. To discover how you can participate in this and other Excellence in Coaching Webinars, [click here](#).

As our customers know, Paladin provides countless standard reports with varied reporting criteria. But did you know that Paladin gives you access to all data elements (data fields) in the Paladin system? And you don’t need to be a programmer. Paladin allows safe “read only” access to all of your data through a feature called ODBC (Open DataBase Connectivity), which can be found on every Paladin server. One practical use of this feature is to create a report that contains information that you may not be able to generate with Paladin’s standard reporting, or if you want to export the information to an “editable” format using MS Excel.

Have you ever wanted to produce a report of your Suppliers, complete with contact information and all various settings of each supplier? To create this report, all you need to do is open the Microsoft Excel application and select the following options, File/Data/From Other Sources/From Microsoft Query. A dialogue box will appear and in the box should be the following ODBC connector “*Paladin”. When you select the link (by double clicking on it) you will be presented with a list of all the available Paladin tables, along with the fields in the tables. Go to the “Supplier” table and select the fields you desire in your Excel report. As you click through the “Next” buttons, you will be able to select specific criteria and even sort your data, but none of this is required. Simply click “Next” to bypass if desired. Then click the “Finish” button, determine where you want the data placed in your Excel document (usually Column A Row 1 [A:1]), then hit OK. Your final report should show a listing of all Suppliers with the fields and criteria you selected.

The ODBC connector feature is a very simple method for creating custom reports. The possibilities are limitless for genuine SQL programmers, but the Paladin ODBC feature gives access to custom reports for regular people, like you and me. If you are interested in learning more about using ODBC, stay tuned for future webinars from Paladin.

By Charles Owen

Upcoming Events



*Paladin will be attending the following events. To arrange a visit while we are in town, please email us at sales@paladinpos.com

Cardinal RBC*

July 22-25 | Las Vegas, NV

Handy Fall Market*

August 6-8 | San Antonio, TX

Ace Hardware Fall Market & Paladin User Meeting*

August 20-22 | Chicago, IL

Orgill Fall Dealer Market*

August 27-29 | New Orleans, LA

Wheatbelt

September 14-16 | Kansas City, MO

Blish-Mize Fall Market

September 18-19 | Overland Park, KS

True Value Fall Market

September 18-20 | Chicago, IL

Jensen Distribution Marketplace*

September 23-25 | Spokane, WA

Bostwick-Braun Fall Market*

September 25-27 | Toledo, OH

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