

The Channel Islands Co-Operative Society has chosen net tickIT from Pierhouse for managing and printing POS

The Channel Islands Co-Operative Society has chosen the web-based net tickIT solution from Pierhouse, the software experts for in-store customer marketing, to create promotional material for all food stores in the group, which trade as Grande Marché, Locale and En Route, as part of its strategy to lift sales and reduce costs.

According to Anna Anderson, design supervisor, The Channel Islands Co-Operative Society, "the pricing and promotional information for our POS can now be managed more effectively using a Head Office web application. Since going live, we have identified that the system can help us significantly where we need to make last-minute changes and, particularly, within our deli area. Net tickIT saves us five hours per week and helps us maintain our competitive edge and communicate effectively with our customers."

The net tickIT system also allows The Channel Islands Co-Operative Society to print deli-tickets onto plastic stock. "This eliminates significant cost and time associated with the old print and laminate process," adds Anderson. "Printer supplier OKI helped us specify the material that will enable us to print not only consumer messaging, but also valuable information for staff on the reverse of the specially-designed ticket.

"We are also planning to use the flexibility of net tickIT to explore generating digital content as we believe this will play a major role in Retail communications in the future."

David Jenkins, business development director of Pierhouse, says, "The Channel Islands Co-Operative Society is a great example of an innovative and forward-thinking Retail business that is maximising the speed and flexibility of net tickIT, which provides an easy-to-use, single data source to generate all in-store pricing and promotional outputs that are required to drive promotion planning and execution cost-effectively."

For further information contact:
Claire Daynes
Pierhouse Business Solutions Ltd
Tel: + 44 (0) 1252 738 136
Email: claire.daynes@pierhouse.co.uk