

Robert Dyas rolls out net tickIT to maximise in-store promotions

Home and garden retailer Robert Dyas is rolling out the net tickIT solution from Pierhouse, the software experts for in-store customer marketing, to help it sell more through better management and easier execution of its promotions.

The 100 shop group has integrated the sign and ticketing solution with its new product database so that more detailed product descriptions can be included in promotional material to help customers select the best product for their needs. In addition, Robert Dyas is linking net tickIT to hand-held terminals so that staff can “order” any missing or extra piece of point of sale - whether it be a sticky label or a barker - as they move around the store and collect it later from an OKI back office printer. To save staff time the point of sale will be printed in store walk order.

“We saw net tickIT at work at Somerfield, where we have concessions, and were very impressed,” explains Rita Linton, brand marketing manager, Robert Dyas. “Pierhouse then showed us how we could personalise the solution for our business, which has a high proportion of promotions running at any time. Net tickIT ensures that all in-store customers easily see all prices, products and offers and is also helping us make better use of our systems and our staff.

“It’s important that we are able to run more flexible and dynamic marketing campaigns to help existing customers and capitalise on the refurbishment of our branches to attract new customers.”

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