

onlineArchive

A system for success: Jack Wolfskin shops benefit from electronic receipt archive

Simpler, quicker, ecologically friendlier: the TeleCash onlineArchive helps franchisee Store Operators improve process efficiency, while incidentally highlighting the progressive image of outdoor specialist Jack Wolfskin



The company

The Store Operators group runs retail businesses, so-called "mono-brand stores" on a franchising basis. Store Operators is Europe's largest franchisee of the Jack Wolfskin brand, Germany's leading brand for outdoor gear. The company operates 24 Jack Wolfskin outlets in Germany, as well as a Tom Tailor fashion brand store. Store Operators was formed 2005 by industrial clerk Rolf Jansen and Mike Mönninghoff, who has a Masters degree in business economics. The company's headquarters are situated in Cologne, the organization currently has 170 staff on its payroll.

The challenge

Within the retailing sector, trend brand stores above all are under immense pressure to fulfill the high expectations of a deep pocketed, fashion conscious clientele – in every respect from product development and shop concept to service and payment convenience. To safeguard business profitability and competitiveness, rapidly expanding companies such as Jack Wolfskin also have the additional challenge of ensuring their processes and technical systems adapt in a timely manner to growing demands. This is especially true for cashless payment systems.

2010, the Store Operators group sought a solution for simplifying and improving the efficiency of its receipt archiving processes. Manually sorting and archiving the paper receipts at all its stores had become simply too time consuming and resource intensive. The company also wanted a technically sophisticated, efficient payment system which, like the Jack Wolfskin brand itself, communicated modernity and zeitgeist.

Company:	Store Operators group
Registered in:	Cologne, Germany
Sector:	Brand store franchisee
Employees:	170
Challenge:	To modernize and automate the payment processes at over twenty Jack Wolfskin stores
Solution:	TeleCash onlineArchive
Description:	Electronic archiving of merchants' checkout receipts
Benefits:	Lower process costs, simpler handling, easier conducting of dunning processes, faster payments, lower material consumption



The solution: onlineArchive

The electronic receipt archiving product, OnlineArchive, enabled Store Operators to significantly cut its process costs. The time consuming printing, sorting, archiving and searching for paper receipts in the event of chargebacks is history. Handling at the point of sale has also been significantly simplified, the consumption of till rolls has dropped and the checkout process been sped up. Dunning has also been expedited.

When cardholders pay using the new solution, they no longer sign on a paper receipt but on a so-called SignPad. Upon completion of the transaction, the system captures the receipts digitally and transmits them to TeleCash, where they are archived centrally on a secure server. Once the payment is complete, the cardholders receives a paper receipt as usual.

Implementation

In the framework of pan-German rollout of onlineArchive, all the existing terminals at the 20-plus Jack Wolfskin stores were replaced with new appliances with connected SignPads. At the same time, the software systems were standardized and upgraded to enable the electronic receipts of all the stores to be transmitted directly to the TeleCash server for archiving. The technology was migrated from April to June 2010 without impairing business at the stores.

Result

“The switchover to receipt-free payment was an excellent decision for Store Operators as it allowed the group to take a further major step towards full process automation,” says Store Operators managing partner, Rolf Jansen. “The accounting department has noticed a tangible reduction in its workload; customers, too, are responding very positively to the cutting edge technology. We were also positively surprised at the smooth implementation of a project of this magnitude in such a short time.”

The partnership between TeleCash and Store Operators is based on a previous cooperation with Jack Wolfskin which is now being successfully extended with the launch of onlineArchive.



“My motto is: Take a holistic approach towards your work, think carefully beforehand where you want to go. Then create the necessary structures and systems. With TeleCash’s onlineArchive, we have found a holistic solution – a system that expedites our payment processes and improves their efficiency.”

Rolf Jansen, managing partner of the Store Operators group (left, with the second managing partner, Mike Mönninghoff)