

The logo for RD1, featuring the letters 'RD1' in a bold, white, sans-serif font on a green rectangular background.

RD1

The slogan 'LOW PRICES GREAT SERVICE' in a white, sans-serif font, enclosed in a white rectangular border on an orange background.

LOW PRICES
GREAT SERVICE

A photograph of two cows, one white and one brown, grazing in a lush green field under bright sunlight. The background is filled with green trees and foliage.

Case Study: RD1

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Infinity RMS helps RD1 deliver great customer service across multiple channels.

The logo for Infinity Retail Management System, featuring a stylized 'I' symbol above the word 'INFINITY' in a bold, italicized font, with 'RETAIL MANAGEMENT SYSTEM' in a smaller font below it.

INFINITY
RETAIL MANAGEMENT SYSTEM

About RD1



RD1 is New Zealand's leading rural supplies retailer, 100% owned by Fonterra. Its major market is dairy farmers, but it also provides for the beef, sheep and horticulture industries as well as the lifestyle market. It has 65 stores throughout New Zealand, more than 50 Technical Service Representatives who provide on-farm services and a fleet of trucks providing mobile sales. In addition, RD1 has a very popular e-commerce site and a busy call centre.

The requirements

In 2006 RD1 was looking for a new point of sale system that could not only cope with its existing requirements, but also help it to grow the business with ease. The rural market is fiercely competitive and RD1 needed a system that could help it keep to its company promise of 'low prices, great service'.

Typically RD1 customers operate accounts and visit the store regularly, but they don't come in to browse, they usually come in because they need something immediately. Staff need to quickly locate the product and customer account, and then complete the transaction accurately and efficiently (including any paperwork related to firearms and hazardous product purchases). From an IT perspective, the new point of sale solution needed to be reliable and cope with network outages as well as being able to grow with the multi-channel business.



Hear what RD1 management had to say about Infinity RMS on our YouTube Channel.



See the solution



The solution



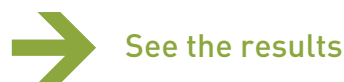
Triquestra's Infinity Retail Management System (RMS) met all of RD1's immediate and future requirements and was implemented in November 2006. It was integrated initially with RD1's in-house developed ERP, and then in March 2008 with the replacement ERP - SAP Retail.

Technology Manager Andrew Singers says RD1 chose Infinity RMS over other point of sale systems for a number of reasons. "One was decentralisation. Infinity has a Linker component that is embedded in the architecture and ensures data integrity is maintained. It also has very good account-based functionality and rich special pricing functionality. These were important to us because 95% of our business is account based. Third, the Extended Service Module (ESM) allows us to customise the application without compromising the upgrade path of the core product."

Network availability can be unreliable in rural areas, but Infinity's decentralised nature and proprietary replication Linker software ensure built-in redundancy. If there is a network outage, transactions are processed locally and customer service is not interrupted. The transaction data is stored at the point of sale then automatically updated across the entire network when the connection has been restored. In addition, only altered data is transmitted so data transfer is fast and light.

RD1 faced some unique challenges around smoothly managing accounts and complex pricing to enable great customer service. Infinity RMS' rich functionality in both these areas makes it quick and easy for staff to identify and serve customers appropriately and accurately. Customer pricing and credit limits are executed from any point, through any channel. Payments can be split across multiple accounts and financing options applied if required. Similarly, all pricing and other changes are sent to the Back Office Servers and Point of Sale terminals from the Head Office.

Roger Lamb, Head of National Store Development at RD1, says he particularly likes the ease of use of the system. "Our customer service has improved since we installed Infinity. Having used a number of other platforms in the past, I was really pleased with the way our staff picked up on Infinity," he says. Because it is so intuitive, staff new to the system can be up and running within a matter of hours.



The results

RD1 is constantly looking for ways to improve its customer offerings and Infinity RMS has made that possible. Since it implemented Infinity RMS in November 2006, RD1 has added 10 new stores to its network, including stores from acquisitions of other rural companies. It has also been able to introduce innovative methods of service delivery and channels to market including an e-commerce platform for both account and retail customers and a fleet of mobile trucks that provide on-farm services. RD1 invested in Triquestra's 'Train the Trainer' service so it now has in-house Infinity RMS expertise which continues to help the company to grow.



Andrew says: "The Infinity RMS application is the same no matter what channel the customer or store staff are operating. We are now able to offer the same seamless customer experience on-farm, through our stores and on the website at RD1.com. Choosing Infinity has been a really good decision for RD1. We've got all the benefits of having a decentralised application but we haven't had to compromise on flexibility or increase our support costs substantially."

From an operational perspective Roger agrees: "Infinity is a great all-round product. Our staff like the ease of use and it helps them keep our customers happy."



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