



Retail Revolution

A Retail Case Study

About Us

TrueCore Technology was founded in 2016 by two brothers who aimed to revolutionize the way small businesses interact with technology providers. With a wealth of experience in the industry, they witnessed the challenges faced by businesses affording and implementing quality technical solutions. Inspired by this, the brothers set out on a mission to help businesses fully utilize technology.

TrueCore's Mission is to create enterprise-level solutions that are accessible and affordable for all businesses regardless of size.

- ✔ We understand the specific need of each client, tailoring our solutions to provide maximum business value
- ✔ We focus on delivering high-quality and cost-effective technology solutions driving growth, efficiency, and overall client success.

At Truecore Technology, our core values drive our commitment to creating value for our customers through accessible and affordable enterprise-level solutions. We conduct our business with integrity, ensuring reliable and responsive service, and continuously strive to exceed expectations, delivering exceptional results that propel our clients' success.

Overview

A small dry cleaning company had been relying on a legacy Point of Sale (POS) system for many years. Unaware of the limitations it imposed on their operations, the company lacked the ability to collect essential data about customer purchases. This lack of data made it challenging to understand customer preferences, track inventory accurately, and optimize their service pricing accordingly.

Realizing the need for a modernized approach, the dry cleaning company made the decision to upgrade their POS system. By partnering with TrueCore, they aimed to replace their outdated system with a more robust and comprehensive solution. The upgrade aimed to enable seamless transaction processing and gather valuable insights about customer behavior. Furthermore, the dry cleaning company desired to make data-driven decisions, enhance the customer experience, ultimately paving the way for improved operations and customer satisfaction.



Lack of essential Data

The dry cleaning company faced challenges due to the inability to collect crucial data hindering their ability to make data-driven decisions.



Legacy POS system limitations

The legacy POS systems present multiple issues, including limited functionality, compatibility challenges, higher maintenance costs, and hindered ability to adapt and scale with business growth.

Our Solution

To solve the clients unique needs, TrueCore crafted a custom POS system from scratch.

The centerpiece of the solution was a user-friendly touchscreen POS interface. This allowed the staff to effortlessly manage transactions, track orders, and provide seamless customer service. We incorporated a pole display to provide clear visibility of order details and pricing, enhancing transparency and eliminating any confusion for customers.

To overcome the challenge of washable tickets, we integrated a specialized printer capable of generating durable, long-lasting tickets that could withstand the laundry process. This eliminated the need for manual tracking and reduced errors, ensuring a smoother customer experience.

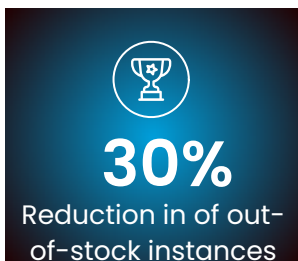
Furthermore, TrueCore implemented a back-of-house setup with a web interface, providing the company with a centralized system for custom reporting and price changes. The web interface allowed them to access real-time data, analyze sales patterns, and make informed business decisions.

By tailoring our services to this specific dry cleaning company, TrueCore successfully delivered a customized POS system that seamlessly integrated with their operations. The implementation resulted in improved efficiency, enhanced customer satisfaction, and greater control over their business processes.

Results

The implementation of the upgraded POS system by TrueCore yielded impressive results for the dry cleaning company. Leveraging the ability to collect and analyze crucial customer purchase data, the company experienced a notable boost in customer satisfaction by 25%, attributed to the enhanced personalization of services and pricing.

Additionally, with improved inventory tracking, the company achieved a remarkable reduction in out-of-stock instances by 30%, leading to increased sales and customer retention.



The combination of these improvements resulted in improved revenue generation, and a strengthened market position for the dry cleaning company. The upgraded POS system provided them with valuable insights and tools to make data-driven decisions, ultimately driving growth and success in their industry.



"I am thrilled to combine my passion for technological innovation with the retail industry. Furthermore I am dedicated to providing a diverse range of customized services all at an accessible price."

James Nonnemaker
Managing Director at TrueCore

Tech Talk

TrueCore played a crucial role in facilitating the dry cleaning company's successful transition from a legacy POS system to a modernized solution.

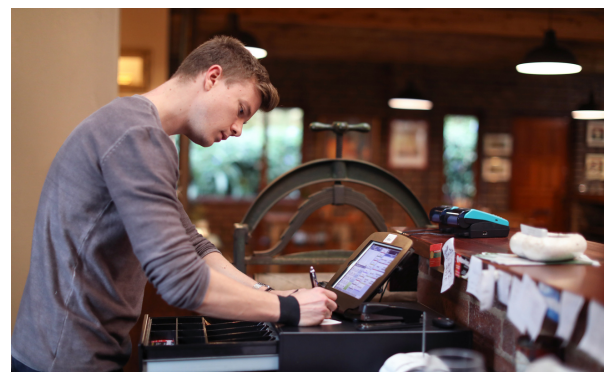
Technical solutions provided by TrueCore for the Dry Cleaning Organization:

- 1 TouchScreen POS**
Our technical team implemented a cutting-edge touchscreen POS system, utilizing the advanced features of the HP ElitePOS terminal.
- 2 Custom Back-of-House Setup**
Utilizing a custom UNIX configuration and leveraging the Perl programming language, our technical team developed a back-of-house system that generated project-specific reports, tailored to the requirements of the small dry cleaning company.

Future Plans

Our vision revolves around expanding our service portfolio to meet the evolving needs of our clients. In addition, we aim to establish strategic partnerships with leading technology vendors to enhance our service capabilities and provide comprehensive solutions. Finally, we focus on developing expanding or expertise in niche areas to provide the best recommendations for our clients.

- ✓ Stay Cutting Edge: Proactively embrace emerging technologies and trends to ensure our clients benefit from the latest innovations and maintain a competitive edge.
- ✓ Foster Innovation: Continually drive innovation to deliver unique and transformative technology solutions.
- ✓ Ensure Client Success: Prioritize client satisfaction by understanding their needs and exceeding expectations



(216) 710-4022
sales@TrueCoreIT.com
8584 Washington St #2104,
Chagrin Falls, OH 44023