

## CASE STUDY

SARKK



### Industry

Representation and distribution of garments and footwear

### Customer Profile

Sarkk is the exclusive distributor for Tommy Hilfiger & Calvin Klein brands in Greece, to retail stores, shops-in-shop, outlets, a wholesale network, and through the online platforms [tommy.com](http://tommy.com) and [calvinklein.gr](http://calvinklein.gr)

### Users

347

### Challenge

The complexity of calculating personalized offers per retail customer based on specific criteria, as well as two-way support of retail stores and e-shops

### Solution

Entersoft Business Suite (ERP & Retail)

### Benefits

- Management of back office operations and retail stores through one integrated system
- Instant access to retail sales data
- Improved efficiency through process automation

## UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

“For Sarkk, the right partner would be the one that would provide us with state of the art technology with great breadth and depth, strong adaptability to our evolving needs, but first and foremost a unified application platform for both the retail and wholesale departments in our organization.

We trusted Entersoft and adopted solutions that improved everyday tasks for our people, and enhanced not only the customer experience, but also the brands themselves, through innovative and targeted loyalty programs.”

*Petros Vaggalis*  
IT/IS Director, SARKK

### The company

SARKK was founded in 1998, aiming to be the exclusive distributor for Tommy Hilfiger in Greece, Cyprus, Romania, Bulgaria, Albania, North Macedonia and Moldova. From July 1st, 2019, the company became the exclusive distributor for the Calvin Klein brand in Greece, Cyprus, Romania, Bulgaria, Albania and North Macedonia. Its development strategy is based on an omni-channel approach. The products of both brands are available through retail stores, shop-in-shop partnerships, outlets, a large network of wholesale customers, as well as through [tommy.com](http://tommy.com) and [calvinklein.gr](http://calvinklein.gr).

### The need

Key incentive for SARKK's decision to move on to the next step in its digital transformation journey, was the use of **various applications** of different



logic and different databases (**ERP, Retail, Loyalty**), with limited scalability and several challenges in data management, due to **multiple data collection points** and **lack of synchronization**, which led to inconsistencies and data errors.

At the same time, **access** to retail sales data **was only available the following day**, with **manual consolidation** of different reports, which resulted in delays in Senior Management review; while downtime at any of the three systems would kick off a long trail of communications with the vendor helpdesk for each application.



## CASE STUDY

SARKK



# UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

Another key requirement was the **consolidation of price lists** and the overview and implementation of **complex commercial policies**.

Finally, the **lack of infrastructure to support the e-shop development plan**, was an additional motivation for the adoption of an advanced system, which would enable the completion of tasks with fewer resources and powerful decision support tools.

### The challenges

1

Uniform implementation and consolidation of procedures in 4 countries, including the local peculiarities of each country







2

Ability to leverage benefits from all points of sale and countries of operation

3

Application of the concept of "sortimento" and "season" management to a multitude of skus

Entersoft was selected as the most suitable partner based on the following criteria:

-  Unified **multilingual environment**
-  Certified **implementation methodology** based on international standards
-  Built-in interfaces and **interoperability** with third-party systems (e.g. tax free, etc.)
-  Previous **positive experience** working with Entersoft, for a subsidiary of the SARKK Group
-  Display of the solution in a **live environment**, at an implemented project
-  Development of infrastructure to meet the later front-end specifications for launching **e-shops**, as set by foreign suppliers

## CASE STUDY

SARKK



## UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

### Solution and Innovation

Having met all the above criteria, and by providing services of the highest standard, Entersoft delivered a technologically advanced, unified digital ecosystem with total reliability and stability for the support of fast-paced retail operations at the SARKK stores.

In particular, the [Entersoft Business Suite \(ERP and Retail\)](#) solution was implemented, eliminating the need for manual intervention, with the ultimate goal of upgrading and **modernizing** the customer experience in a sophisticated retail store environment that would promote **customer engagement** in four countries (Greece, Cyprus, Romania, Bulgaria).

### Project Description

For the implementation of Entersoft Retail, two main sales channels were merged to unify management of retail sales. In particular, the following are supported:

**Retail stores sales** and support for [each checkout station](#) in store with:



- Real time update from the back office
- Online interface for continual data synchronization
- Modern graphical user interface with fast touch screen
- Speed, scalability, easy customization
- Different user access levels



**Sales through the company's two e-shops** with the support of the “[click and collect](#)” method; with the possibility of receiving the electronic order from the retail stores and processing them using the stores’ stock, through recommended (by the system) internal distribution. Through the use of real time automated flows, procedures were implemented for the [overview](#) of available stock at warehouses of retail stores and for integrating a [stock-holding process at another store](#).

With the end customer at the epicenter of its priorities, and by further leveraging the Entersoft Retail solution, SARKK has evolved the Loyalty Program with the introduction of the innovative **Customer in Store** service, aiming to provide centralized and unified development and management of [personalized offers](#) to customers who participate in the Loyalty Program.

## CASE STUDY

SARKK



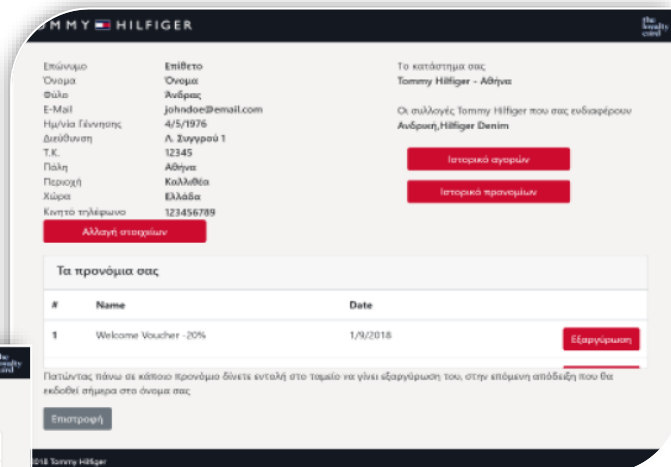
# UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

### On site tablet loyalty

The implementation of **personalized offers** increased the project complexity, without however affecting the consumer's shopping experience in the slightest. Entersoft created a two-way communication system for the **front-end** applications and the **back-office**, for fastest updating of stores regarding modifications in discount policies and the calculation of benefits for each customer, eliminating the possibility of errors.

In particular, special **tablets** have been placed in each store, so customers can look for personalized offers and check their **purchase history**, with full interconnection between the tablet and the POS. Customers can **select a promotion to redeem** (e.g. birthday voucher), while the POS is automatically updated through a **colored command**; and with an automatic deduction of the discount at checkout, the offer is validated. The **client operates autonomously** to select an offer, without delaying other customers at checkout. At the same time, checkout is kept updated about users who logged in within the last hour, identifying each customer and entering their details on the purchase receipt.

*Example of how a member of the Loyalty Program can access the digital account*

**TOMMY HILFINGER**

Επίσημο Όνομα: Άνδρας  
 Φύλο: Άνδρας  
 E-Mail: johndoe@email.com  
 Ημε/νια Γέννησης: 4/5/1976  
 Διεύθυνση: Α Σογγυρά 1  
 Τ.Κ.: 12345  
 Πόλη: Αθήνα  
 Περιφέρεια: Κολυμβία  
 Χώρα: Ελλάδα  
 Κινητό τηλέφωνο: 123456789

Το κατάστημα σας: Tommy Hilfiger - Αθήνα

Οι συλλογές Tommy Hilfiger που σας ενδιαφέρουν: Άνδρας, Hilfiger Denim

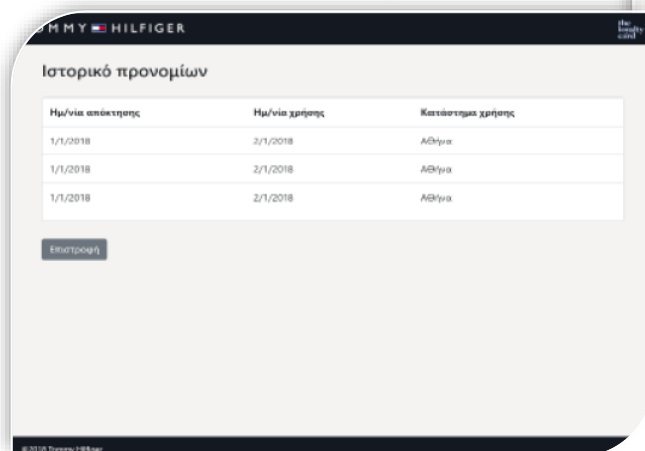
Λειτουργικά στοιχεία  
 Ιστορικό προνομίων

#	Name	Date
1	Welcome Voucher - 20%	1/9/2018

Πατώνοντας πάνω σε κάποιο Προνόμιο δίνετε εντολή στο ταμείο να γίνει εξαργύρωσή του, στην επόμενη απόδειξη που θα εκδοθεί σήμερα στο όνομα σας.

Επιστροφή

*Display of privileges history*

**TOMMY HILFINGER**

Ιστορικό προνομίων

Ημ/νια απόκτησης	Ημ/νια χρήσης	Κατάστημα χρήσης
1/1/2018	2/1/2018	Αθήνα
1/1/2018	2/1/2018	Αθήνα
1/1/2018	2/1/2018	Αθήνα

Επιστροφή

It is worth noting that the claim of vouchers **is also available at online stores**, while vouchers can be used not only amongst local stores and e-shops, but also in **different countries** through the **Loyalty Club**.


## CASE STUDY

SARKK



## UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

The project complexity was enhanced by introducing:

 the **sortimento** concept for footwear, where the demanding part of a large number of skus -with the necessary color/size segmentation- is completed through fully automated procedures that include the particularities of each supplier.



procedures for managing **seasonal** demand, where each supplier sends the updated list of product skus in excel files, while the existing sortimento is updated through automated checks or, if necessary, new ones are opened.

In addition, the system **automatically generates** suggestions for

- carrying over the stock to the next season and
- placing reorders to suppliers



while at the same time it **caters for**

- processing initial and repeat orders while in season
- ordering items 6 months in advance of the planned selling season
- arranging delivery of goods at a later time



At the same time, an integrated **Business Intelligence** tool is available to Senior Management, with a plethora of ready-to-use reports such as financial performance reports, detailed sales statistics by store, workstation, region, brand, season, day of the week etc. as well as **cross company analytics**.

Finally, a separate process was developed to manage the **wholesale network**, for the design and implementation of specific rules for automated calculation of turnover discounts, keeping customer contracts in one place, etc.



## CASE STUDY

SARKK



# UPGRADING CUSTOMER EXPERIENCE WITH THE INNOVATIONS OF THE INTEGRATED ENTERSOFT RETAIL SOLUTION

## Qualitative advantages



**Reduced errors** at benefits calculation



**Improved** relationship with suppliers



**Consolidated** data for faster response, better knowledge



**Enhanced** employee productivity and efficiency



Improved quality and speed of **financial monitoring**, particularly cashflow and PnL

## Upgrade

of the customer experience and quality of service at checkout, and enhanced customer engagement by accelerating



Overall customer service at checkout



Instant updating of points of sale for offers, discount policies, customer benefits



Direct access to the Loyalty Program