



GROWING SUCCESS

How Attleboro Farms Flourished with NCR Counterpoint.

Attleboro Farms, a family-owned and operated garden center and farm stand in Massachusetts, was looking for point of sale (POS) technology that could help manage their growing inventory, pun intended. They also knew they needed a solution that could streamline their operations and improve their customer experience. That's when they turned to Retail Control Systems (RCS), a leading provider of POS and inventory management solutions.

Whether you're a bustling multilocation Garden Center or a family-run, local spot with two registers, guess what? You're right where we excel! RCS and NCR Counterpoint are the dynamic duo that thrives in the vibrant world of Garden Centers.

ATTLEBORO PAIN POINTS

- 🌀 Inability to track and search item attributes
- 🌀 Lack of inventory low-stock alerts
- 🌀 Need to sell multiple units of measure (flat, multi-pack, bundles, etc.)
- 🌀 Cumbersome Accounting Interface

HOW ATTLEBORO FARMS BENEFITED FROM NCR COUNTERPOINT:

By partnering with a Sr. RCS Counterpoint Specialist Attleboro Farm and Garden Supply, a well-loved, local, garden center, successfully transitioned from their previous Point-of-Sale system to NCR Counterpoint.



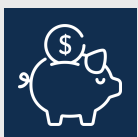
BETTER INVENTORY MANAGEMENT

Attleboro Farm and Garden Supply appreciates NCR Counterpoint's ability to track and manage its inventory more effectively compared to its previous Point-of-Sale system. With the assistance of the Counterpoint Specialist, they can now manipulate and report on their items, apply filters, and have greater control over their stock levels. This feature allows them to optimize their inventory, make data-driven decisions, and ensure they have the right products in stock.



IMPROVED REPORTING CAPABILITIES

One of the key advantages of NCR Counterpoint is its robust reporting functionality. Attleboro Farm and Garden Supply value the better reporting options offered by Counterpoint, allowing them to generate detailed reports tailored to their specific needs. With the guidance of the RCS Counterpoint Specialist, they can now access and analyze data related to sales, inventory, customer preferences, and more. This comprehensive reporting helps them gain valuable insights into their business performance and make informed decisions.



COST SAVINGS

Attleboro Farm and Garden Supply found that NCR Counterpoint's credit card fees were more favorable compared to what they were paying with their previous Point-of-Sale system. By switching to Counterpoint's integrated payment solution, guided by the RCS Counterpoint Specialist, they could save money on credit card processing fees, contributing to their overall cost savings.



EXPERT ASSISTANCE AND SUPPORT

The Counterpoint Specialist worked closely with Attleboro Farm and Garden Supply throughout the transition process. Their expertise and guidance ensured that Attleboro Farm and Garden Supply could fully leverage the features and benefits of Counterpoint for their business. The specialist provided personalized attention and support, helping the garden center smoothly migrate from their previous Point-of-Sale system to Counterpoint.

While Attleboro Farm and Garden Supply are still in the early stages of using Counterpoint, they are optimistic about the system's potential and have shown enthusiasm for its capabilities. As they continue to explore and implement additional features, such as tracking quantity on hand, with the support of RCS, they expect to further enhance their operations and fully utilize Counterpoint's capabilities.

Overall, the transition from their previous Point-of-Sale system to NCR Counterpoint, guided by RCS, has provided Attleboro Farm and Garden Supply with:

- 🌀 Improved inventory management
- 🌀 Enhanced reporting
- 🌀 Cost savings
- 🌀 Dedicated support

All positioning them for growth and success in running their garden center business.

ATTLEBORO FARMS AND THE RCS ADVANTAGE

Garden Centers partner with RCS for more than point-of-sale solutions. For Attleboro Farms what also factored heavily into their decision to move to Counterpoint POS was:



RCS'S US BASED, 24/7/365 CRITICAL CARE SUPPORT

Open or closed, rain or shine, RCS is there when you need us most. With a support team located throughout the US.



RCS'S PERSONAL ACCOUNT MANAGER

A personal account manager that is dedicated to the Garden Center Industry and your business. We hold our customers success as a measure of our own.



ONGOING TRAINING & CONSULTANTS

Retail is ever-changing and a Point-of-sale system is not a set-it-and-forget-it type of tool. RCS is here to help your Garden Center train new staff as seasons change or provide consultants to help guide you through new integrations or best practices.

CONCLUSION

Attleboro Farms' fruitful partnership with RCS and NCR Counterpoint showcases the blooming benefits of modern POS systems for garden centers. By nurturing streamlined operations, cultivating an exceptional customer experience, and sowing the seeds of innovation, Attleboro Farms blossomed into a thriving enterprise. With RCS's unwavering support and NCR Counterpoint's garden-centric technology, garden centers can efficiently scale and watch their business branch out. Don't leaf your retail technology to chance—reach out to RCS today and let your garden center thrive in full bloom.

HAVE ANY QUESTIONS?

We're happy to help.

- 🌐 www.retailcontrolsystems.com
- ✉ solutions@retailcontrolsystems.com
- 📞 800-417-3030