



Customers set requirements and have higher expectations for customer experience than before. The digital platforms contribute to the customer experience.

## Higher demands placed on POS solution and supplier

The Raise Group is focusing on modernising its digital platforms. This also applies to their POS solution.

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“Our goal is to become even more modern and innovative, both when it comes to operations and in our 140 salons and hairdressing schools. We want to become even more relevant to our customers,” says Parisa Yousefi, Chief Digital Officer at The Raise Group to Retailmagasinet.

With this type of focus, of course data becomes decisive, whether it is customer data, transaction data or geolocation data.

In the salons, the POS solution is the tool encountered by both employees and customers. For both parties, it is important that payment occurs seamlessly.

“By getting closer to our customers we give them and the business value,” states Yousefi.

Information shall be retrieved from other systems so that the employee can be of help to the customer.

Raise has recently chosen the POSBE POS solution from EINR, a simple and cloud-based POS solution that does not require physical services as some other solutions do.



Parisa Yousefi is Chief Digital Officer at The Raise Group. Private

## Customer experience

– “Generally speaking, companies no longer compete based on their products or services. What the customer is concerned with is the customer experience. We need to create relevance and value for the customer. To meet our customers’ expectations, analysis and data insight are key,” points out Yousefi.

Customers set requirements and have higher expectations for customer experience than before.

– “We have specified a number of functional and technical requirements for the POS solution to create a good customer experience in the salon, by using things such as insight and data in the solution. Our expectations are that using POSBE in our salons will help contribute to effective operation, but it will also improve the general customer experience,” says Yousefi.

Naturally, there are limits for how much a POS solution can contribute to a positive overall customer experience.

– “The solutions should not create a negative customer experience through hang-ups in the systems when the customer journey is in the process of being completed,” Yousefi points out.

Perhaps the customer is simply buying products without any treatment. It is also important for the customer to have different payment options. POSBE has all payment options: VIPPS, bank card and gift card. At the same time as Raise implements POSBE, they are also changing the core solutions.

## Digitalisation provides value creation

Digitalisation in itself is not a goal, but a means for ensuring value creation. Digitalisation is also more than just technology, it is also about people, competence and willingness to change.

– “For younger generations in particular, it is in their nature to use existing technology in a faster and more effective way. Technology is the experience,” says Yousefi.

When Raise evaluates fresh solutions, they focus just as much on their 1,000 employees as on the values they wish to create externally with the customer and on the market.

– “Salon employees create the brands Nikita and Sayso, they are the core and the value creators in our business, which will ensure we provide unique customer experiences each and every time. Their tool, the cash register solution, is the heart of the salon, which is also the sales tool our customers encounter,” Yousefi stresses.

Technology and the market change rapidly and for Raise it is important to have modern and flexible solutions, so they are always geared for the future. The solutions must also make everyday life simpler and more effective for salon employees, so they can focus on their profession and on the customer.

## Wanted a sounding board

When choosing a new POS supplier and solution, the Raise Group had a list of stringent requirements that had to be met.

– “Like many others, we have several different solutions and platforms. It is important to us that the supplier is a partner who is initiative-taking and provides suggestions. We want to use the partner as a sounding board on a regular basis and play a part in developing the systems,” explains Yousefi.

## In the implementation phase

The POS project is currently being implemented at Raise. The project recently started, and tests are being conducted at select salons over the summer, with the ambition to have POSBE in use at all salons during the autumn.

– “We look forward to being able to share more experiences once we put the system into full use at our salons around the country,” concludes Parisa Yousefi.



## Cloud based for easy integration and fast rollout

– “We have built POSBE in the cloud so that the POS system will be easy to integrate with ERP and CRM,” says Kristian Glasø.

He is a solution architect and project manager and has been at EINR since the start in 2015.

EINR comes from the consultancy industry and is skilled in heavy ERP systems, retail and logistics.

POSBE is a thin client cloud-based POS system aimed at medium and larger sized businesses. Few of EINR’s competitors have cloud-based POS solutions for larger retailers.

## Fast project for Raise

The Raise Group was going to replace its backend systems and needed a POS system that fulfilled the requirements specified in the Norwegian Cash Register Systems Act (see separate case). They wanted to reuse their existing hardware and for the system to be fast as simple to roll out.

– “The type of backend and hardware customers wish to use plays a minor role. POSBE is easy to integrate with existing units, such as cash registers, scanners and bank terminals. We use HTML 5, which supports all units on Windows, Mac and Android,” says Glasø.

With their own servers, rollout of a new POS solution can take several weeks for chains. POSBE makes this possible in just a few hours.

According to Glasø, delivery to the Raise Group is quite a fast project. Over the coming months, a pilot project will be conducted with installation and testing at a number of Raise’s salons, with the goal of having all salons up and running in the autumn.

## Advantages with cloud

– “With the technology we use it is easy to make changes. Many other POS solutions do not have the same flexibility,” states Glasø.

He points out that, in reality, the cloud means that servers are located somewhere else. However, a cloud-based structure provides numerous advantages, including fast rollout.

– “When we make a change based on a customer want, all cash registers are updated with the most recent software version at the same time,” explains the solution architect.

Rollout is simple and fast. When everything is contained in one database you do not need to deal with many servers in separate locations, with the increased risk of errors this entails.

The POS system can also be used when the Internet goes down. POSBE is built according to the offline first principle. If the Internet goes down, payment can still be received. Prices and the product range are saved locally on the individual PC. When the Internet comes back up, all transactions that occurred in the meantime are synched.

## No need to go abroad

Norwegian retailers do not need to look abroad to find good solutions. EINR creates solutions for they believe are world class for trade in goods.

- “We previously rolled out large and cumbersome solutions in stores that required amount of training. Today, we create business apps that are adapted to users and processes and that can be installed at thousands of users with either no training or minimal training involved.”



Kristian Glasø is a solution architect and project manager at EINR. EINR