

## INTRODUCTION by Howard Barratt, Business Manager: Fashion Vertical

We are proud to bring you the first Dolfin Newsletter. Our objective is to keep you updated with our recent press releases and product releases from the Dolfin team, and will release this newsletter quarterly. We will also be keeping you informed of key trends and product information, and how these can be used to enable your business. UCS TS have launched Dolfin on social media: there are regular updates through our website and the social pages available to you. We welcome all newsletter feedback, and also invite our customers to participate with us on social media - we look forward to promoting your Dolfin business journey with you in 2017. UCS TS wish you well over the season's trading, and look forward to being of service to you in 2017.

## MEETING CUSTOMER EXPECTATIONS WITH GREAT EXPERIENCES



### 2016 WAS COINED 'THE YEAR OF THE CUSTOMER.'

Never before has the customer held this much power in retail. Customers have as much knowledge as your shop assistants, are researching before they come into the store, or are using a digital channel. Meeting their expectations means aligning their perception with their actual experience in-store.



### HAVE YOU GOT THE GOODS?

Customers expect the retailer to have their desired stock available in-store, that it is easy to find, and at the advertised price. Retailers have the advantage these days in the volume of data available to accurately predict for the provision of merchandise, with most using planning and merchandising tools to achieve this. These tools provide analytics to ensure the right amount of stock is available. It is a lot easier today to make predictions, ensure production, buying and ordering are accurate. All retail systems and digital channels provide data that can be analysed and used in the decision-making process.



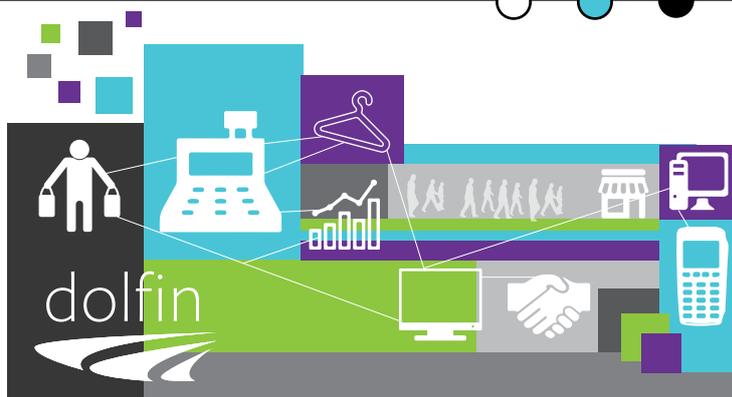
### DELIVERING ON THE SERVICE PROMISE.

Retailers create a perception through marketing and branding initiatives regarding the type of experience customers can expect either in-store or using a digital channels. It is vital that these customer service values are instilled throughout the retail operation to ensure the customer service delivered meets the perception created. Retailers use a number of mechanisms to measure customer satisfaction: surveys, CRM, and loyalty programs. Over the past five years, social media has proven to be a great source of information as customers are inclined to freely express both good and bad service experiences.



### TIME IS MEASURED THROUGH CONVENIENCE.

It is not news to retailers that shoppers will browse for as long as they like, but when ready to check out, need their time expectations promptly met, or the goods lose all value and the basket is abandoned. Workforce scheduling aids in ensuring there is sufficient staff for peak periods. Barcode scanning needs to be backed up by accurate pricing and ensuring all goods are clearly marked for fast throughput at the point of sale. Retailers can make us of technologies such as Qbusting and self-checkout to shorten wait times. Providing the customer with choice of various checkout methods pays off in changing perceptions at the last mile.



### CONTENT, CONNECTION AND COMMUNICATION.

Customers have matured and are embracing omnichannel retailing. Retailers should use the data available to keep these transactions personal. With digital retailing, it is possible to know who your customer is and what they want - retailers can effectively communicate, nurture, and keep customer engagement by using this available data. Shopping is all about experience, and taking your customers on a journey is where omnichannel and in-store create a truly successful retail environment.



### VALUED PARTNERSHIP.

The relationship between retailer and customer is moving towards a partnership in which both derive value. Customers want to feel valued, and today appreciation is shown through points, discounts and rebates. In South Africa, many of the larger loyalty programmes have partnered with retailers and these have proven to be formidable. Promotions can also underpin these partnerships, and retailers can use the store data and their customer data to tailor their offers.

## Get Social with UCS TS

We invite all our customers to participate on social media. Send us the history about your business and information about your operation - we would love to share this with our followers on our various social media pages!

**Click on the below links to view UCS TS social media:**

- ↑  
Keep up-to-date with the latest Dolfin and Retail news on our Facebook page
- ↑  
To view our Tweets about UCS TS taking on the world of Retail, click here
- ↑  
Click here to keep up-to-date with the latest UCS TS news



## KNOWLEDGE IS POWER

Successful retailing is always about more than the simple provision of goods for sales to consumers - at the heart of every transaction is the customer. Successful retailing recognises that a customer needs a product at a price they are willing to pay in a place they are willing to buy it; buying your products because you promote your products and your business as meeting and exceeding their needs and expectations. The Dolfin PoS and Merchandising solution helps retailers grow successful businesses around these fundamentals using a simple, powerful and effective principle: information.

Information and the timely access to this holds the answers to solving these core retailing questions:

### HOW DO WE BEST SERVE OUR CUSTOMER?

Providing what the customer wants when they want it and where they want it, is key to retaining their spend. Dolfin provides a central Cube view of what's on hand, what's selling well, and what needs replenishment on the shelf for retailers to better meet demand.

### HOW CAN WE STAND OUT IN A COMPETITIVE ENVIRONMENT WHERE CUSTOMERS HAVE SO MANY CHOICES?

Increasing positive customer experiences within store is key, especially at the till. Track employee performance and customer service at the paypoint with detailed Dolfin reports and accessibility settings. (Speedy and efficient transacting is a bonus!) Track your top sellers and revenue drivers, and ensure you always have inventory on hand. Dolfin supports customised automated ordering and push notifications.

### HOW CAN WE GROW OUR BUSINESS WHILE RETAINING A LOYAL CORE OF CUSTOMERS?

Detailed reports provide insight into who your customers are, what they are buying, and when they are buying it: information at your fingertips to plan product promotions and sales to drive footfall to your store; and comprehensive data to design and direct meaningful customer loyalty programmes. Dolfin provides as much or as little information as a store, back office and head office would like to see in a single view. Information is continually updated throughout the day, and is available and accessible to head office, store or on mobile devices.

Dolfin's quality information empowers both accurate planning and agile responses to customer's needs.

## RETAIL INDUSTRY

Retailing is a dynamic industry at the forefront of trade, experiencing ever-changing sales trends, and economic upswings (or downturns) before other industries. While retailers need to respond quickly and correctly to changes in the market, having the right information at hand comes at the cost of having a managed and maintained IT infrastructure.

UCS Technology Services provides hosted services by focusing technical specialist skills to host and manage retail solutions on behalf of our clients, as well as a full-house hosting service of retail applications and transactions for our customer's environment.

We offer a reliable service that reduces operating risk, and enables predictable technology budgeting. Retailers can avoid infrastructure capital expenses, and having to maintain or support sophisticated technology over lengthy periods.

### THE UCS TS HOSTED SERVICES INCLUDES;

- We provide the hardware, data centre, operating systems, database systems, networks and infrastructure;
- We manage the required software licenses for the hosted products;
- UCS TS ensures redundancy provision for data (regarding underlying disk configuration, off-site backups and cold standby system resumption services); and
- Ensures data transfer from the Retail Platform to Store and vice versa takes place in a regular and reliable way.
- Most importantly, we also ensure that day-ends and month-ends are accurate and received, and offer reconciliation of banking to PoS transactions.
- Hosted Services are an expert technical, administrative and operational support service that ensures business continuity as well as cost-savings for our clients. Leveraging our technology, people, skills, and infrastructure means retailers are afforded the freedom to focus on their retail management and operations.

### DOLFIN PoS ROAD MAP 2017

by Lourens Kruger, Development Manager

- Back Office and tills developed in Rad Studio XE8
  - Dual screens
  - Unicode string handling
  - Greater speed improvements
- More pro-active support notification for service applications
- Mobile apps to complement in store applications
  - Salesman competition for store and nationally
  - Till overrides via cell phone/tablets
- Innervation's Inner Edge
- New finger print scanner integration (Currently Digital Persona)
- Data downloads and uploads between Dolfin PoS and Dolfin via Web services (no more message queues and individual files)
- Auto registration for tills, no more manual re registering of each till
- Pocket Slip
- FNB EFT integration
- Extensions to RCS functions
- Additional daily trading summary checks between Dolfin PoS and Dolfin

### DOLFIN MERCHANDISING FEATURE RELEASES

by Nathalie van der Westhuizen

- PoS - Frequently asked Questions - Up selling from the PoS
- PoS - Emailing of Invoices
- Dolfin Regroups Improvements
- Dolfin Repairs - Enhancements made
- Dolfin Live Customer Service Module - Enhancements
- Dolfin Hire - Launching new module
- Dolfin Replenishment - Enhancements

### UCS TS WELCOMES THE NEW DOLFIN MERCHANDISING CUSTOMERS WHO HAVE JOINED US THIS YEAR

- |                   |   |
|-------------------|---|
| • Fastrak         | • D & G Fashions                          |
| • Samsung         | • The Little Slipper (Rollout in Jan2017) |
| • Sports Centre   | • Sassi (Rollout Jan 2017)                |
| • The Gadget Shop |   |

### UCS TS Dolfin Support over the Festive Season

- |                                      |   |
|--------------------------------------|---|
| • Monday to Friday: 7:00am - 22:00pm | 16 December: 08:00am - 22:00pm          |
| • Saturday: 7:00am - 22:00pm         | Christmas Day: Closed to all customers  |
| • Sunday: 8:00am - 22:00pm           | 26 December: 08:00am - 20:00pm          |
|                                      | 1 January 2017: Closed to all customers |

Where different hours are specified in customers' service contracts, these will apply for support over the festive season.

