
POS WITH A FLAIR FOR CUSTOMER SATISFACTION

Service now comes gift-wrapped.

Copley Flair, a distinctive all-occasion gift store chain, knew they had to abandon their inflexible PC cash drawer system and move up to a point-of-sale solution that improved accuracy and



efficiency in business procedures and customer transactions.

By installing IBM SurePOS 500 systems with Retail Pro, J. D. Associates helped Copley Flair increase employee productivity and speed up checkout for customers. The new technology helped streamline sales entries and improved accuracy of orders and inventory control, as well as enhancing their customer loyalty program. Now, the hot-seller items are always on the shelf ready for the next shopper.

Copley Flair's professionalism is raising customer satisfaction to a whole new level. Are you sure you're keeping your customers satisfied? For more information or to

request a quote, call 866-348-3454 or visit ibm.com/products/retail/flair

WHY IBM? The world's most popular brand for innovative retail solutions¹

Easy To Manage: Proactive remote management delivers ultimate performance

Easy To Service: Quick access to components helps speed repairs and lowers costs

Innovative Design: Advanced usability features, optimized for retail, help create an exceptional store experience

Eco-Friendly: Energy efficient components, "green" manufacturing processes and recycled materials² help protect the environment

