

Success story



The Chennai Mobiles – Accelerating business growth with Pine Labs

Background

The Chennai Mobiles is a multi-brand mobile retail store in Tamil Nadu. Founded by A.M. Samsauli in 2003 with one store, the brand has grown to over 85 stores today. With more than 1,000 employees, The Chennai Mobiles is one of the leading mobile retail stores across South India. The brand is recognised for its excellent client service with more than 12 thousand happy customers. The Chennai Mobiles envisions launching 250 stores in the next two to three years.

Key challenges

The Chennai Mobiles wanted to reduce complexity in the payments process and offer their customers best offers and cashbacks to ensure customer retention. The mobile retailer was looking for a solution where they could integrate multiple banks' EMI into one PoS machine. Following key challenges were faced by The Chennai Mobiles:

- Unable to deliver personalised and cost-effective experience to existing and new customers
- Constantly having to check for upgrades and schemes available on PoS machines
- Time consuming payments and analytics process

The Solution

Since partnering with Pine Labs in 2013, The Chennai Mobiles has witnessed year-on-year business growth. Ever since the integration of Pine Labs' smart Android PoS devices, the mobile retailer has witnessed the following benefits:

- Easy to operate PoS machines
- Instant & real-time updates on cashback and EMI schemes by prominent electronics brands
- Supportive and proactive customer support
- Automatic and remote software updates

Words of appreciation from the client

"Pine Labs is always updated on new technology and customer friendly schemes and this is what differentiates it from competitors. Pine Labs has made our lives easier and business growth faster!"

- A.M. Samsauli, Chairman & Founder, The Chennai Mobiles

"A store without Pine Labs machines is like life without oxygen."

- Syed Ibrahim, Business Head, The Chennai Mobiles

Result

The Chennai Mobiles today uses Pine Labs' PoS machines at each of their 85 stores as the primary payment device. The solutions from Pine Labs have helped the retail brand to stay constantly updated. The impact of Pine Labs' solutions on The Chennai Mobiles business:

- Ensured customer retention and growth with the help of real-time cashback updates and instant EMI options directly at PoS terminals
- Seamless customer experience due to quick TATs on grievances
- Faster closure of sales with the help of real-time updates on the PoS machines; it is easier to explain the process to customers

The Chennai Mobiles has benefitted by partnering with Pine Labs. As per the MD of The Chennai Mobiles, Pine Labs offers:

- Best-in-class technology
- Exceptional customer service
- Prompt complaint resolution

With Pine Labs, The Chennai Mobiles usually gets a business growth of 50% on an average. In peak season, this number can even go up to 100%.

