

Success story



Empowering retailers to effectively accept multiple modes of payment

Background

Manyavar store was set up in Varanasi by Sanjeev Yada, in the year 2007. The store brings an exquisite collection of ethnic wear for both men and women, making this label the most preferred choice for fashion lovers in Varanasi, for their special occasions. Sanjeev Yadav expanded his store to three locations within Varanasi, building excellent infrastructure spaces for this brand, with a wide collection of fashionable ethnic wearables that cater to everyone's preferences.

The Challenge

Though Sanjeev Yadav was willing to embrace the latest technology to make payments smarter, his basic challenge was equipping his staff with hands-on knowledge related to the use of POS technology and empowering them to use, keeping in mind the business advantage. Cashiers and other staff members knew how to operate on a basic level but found themselves stranded, when faced with an unexpected situation, where the receipt doesn't print, or when they need to re-visit the last transaction. They also found it difficult to use POS machines to accept all forms of payments and would be okay accepting cash payments.

"Pine Labs has best-in-class technology, which not only helps us accept payments, but translates leads into business. The only challenge that I faced was in understanding all the features and processes that their POS machine offers." – Sanjeev Yadav

Pine Labs' POS technology is robust and designed to help merchants grow their business. However, the scenario where a store cashier has to struggle with the machine, to accept different types of payments and/or complete the transaction, can be disastrous for business.

Solution

Experts at Pine Labs understand that it is important to introduce new technology to help scale a merchant's business as well as provide training to help merchants equip their staff on how to use it.

Academy by Pine Labs is a free-of-cost training platform for its merchant partners and their cashiers, designed to help them understand the technology and usage of Pine Labs POS machines better. It is one of its kind merchant learning platforms that offers a mix of video and text-based training modules to help merchants and cashiers to gain knowledge about the usage of its POS machines, helping them perform payment and other transactions efficiently.

Six staff members from the Manyavar store enrolled for the courses on the Academy portal and received training on the nuances of the Pine Labs POS machine that they are currently using at their store. The training helped them understand the features and benefits of using Pine Labs POS machines better.

“The only challenge that I faced was in understanding all the features and processes that their POS machine offers. However, this too was addressed by them through their Academy training programs. Six people from my team enrolled themselves for the training program of Academy by Pine Labs, which explained all the processes to us, step by step. Today, my workforce is empowered to quickly perform various forms of transactions and we are able to deliver a better customer experience” – Sanjeev Yadav

Result

- The workforce is better equipped to use the POS machines
- Cashiers are able to complete transactions faster than ever, which has increased the number of sales they can complete each day and ensured higher customer satisfaction
- Cashiers can offer EMI to customers that can help convert casual walk-ins to sales
- Cashier and the support staff at the store are more confident of the technology and know, how to derive maximum benefit from it