

# Success story



## Reducing complexity and simplifying payment acceptance

### Background

#### Offering a one-stop shopping experience

Launched in 2006, myG's aim was to provide an improved gadget shopping experience to its customers. Today, it offers a wide range of electronic gadgets including laptops, mobile phones, smart TVs and more across 65 stores in Kerala. The company plans to expand to 100 stores in 2019 by spreading out to the neighboring districts.

### Challenge

#### Need for speed and efficiency

As a multi-chain outlet, myG needed a payment platform that would not only offer faster check-outs, but also quick settlement, reconciliation and analysis of its transactions. The company was looking for a hassle-free way to get rid of multiple POS terminals occupying estate on its counter-tops.

## **Solution**

### **Multi-acquiring POS terminals with value added services**

With payment technology services from Pine Labs, myG was able to process payments from multiple channels on a single POS terminal. The transaction reconciliation system further helped them in aligning and analyzing transactions.

"Pine Labs POS terminals have significantly reduced the complexity of our operations. We have been able to increase our revenue with value added services such as EMI, targeted promotions, cashbacks and other offers. myPlutus app which facilitates real-time access to all transaction data further helped ease the post-transaction challenges." says A. K. Shaji, Chairman and Managing Director, myG, Kerala.

## **Result**

### **Reduced complexity of operations**

With a single POS terminal, myG has been able to grow its operations manifold. They leveraged the transaction analysis and reports to simplify their processes. With value added services they have been able to attract more customers.