Mobility Solution Managing POS Price Overrides for a Leading Consumer Electronics Retailer

The Customer

Our customer is one of the leading distributors and retailers of consumer electronics and IT products. They are well spread out with a network of 31 retail stores and 9 service centers across the UAE.

The customer's existing POS application allowed Sales Executives to change the price of an item, without prompting for Manager's approval. In other words, the price override function was not set to prompt for manager authorization before this function could be performed. This resulted in lack of appropriate controls around pricing, which in turn gave rise to the following challenges:

The Challenges

→ Price defects sand price execution errors

→ Large numbers of ad hoc price exceptions

→ Store-to-store variation in prices

→ Thwarted potential price benefits

→ Negatively impacted anticipated margin improvements

The Solution

Aspire Systems customized their POS application and integrated it with a mobile app to incorporate the Manager's approval flow.

The following is a step-wise description of the price override approval process:

→ Whenever a price override is requested by the Store Associate on the POS, the mobile app triggers a push notification to the Store Manager's mobile device, seeking his approval.

→ When the Manager taps on the notification, the mobile app opens up and displays the Price Override Request.

→ Every request is displayed with detailed information such as item description, price, cashier details etc.

→ The Manager has the option to either approve or reject the request.

Technology Snapshot

Tools:

→ Android: Core Java, Android SDK, Google Push Notification

→ iOS: Objective C, iOS SDK, Apple Push Notification Service

The Result

→ Price override requests could be approved by the Manager from anywhere, anytime

→ Escalation of all transactions that needed price overrides to the Manager helped to **establish pricing authority**

→ Established greater **control on usage of price overrides**

→ Provided the right **degree of flexibility** to store transactions. Sales Executives could negotiate the final price when they needed to, with their Supervisor's approval, while being prepared to do away with transactions that are not reasonably profitable.

→ Enabled better execution of the company's **pricing plan** within stores

→ Helped to maintain **consistent average selling prices** across stores

Future Impact

By helping to address pricing execution errors and discrepancies in today's challenging retail environment, our solution will help the customer to achieve projected benefits from its pricing program and meet its business objectives.