

# RICHER SOUNDS TURNS UP THE VOLUME ON CUSTOMER EXPERIENCE WITH SANDERSON



Richer Sounds named Which? Retailer of the Year 2019 for the fifth time



Industry-leading electronics retailer launched project to replace its retail EPOS and ERP system



Agile project ensured the complete transfer to Sanderson solution in under **12 months**

## Benefits

In response to an ambitious brief, Sanderson delivered a new technology platform to Richer Sounds in less than 12 months.

### *Enhanced Customer Service capabilities*

- with improved sales and CRM capabilities at Richer Sounds' 54 stores and offices

*Slicker operations* - through automated task management, seamless navigation, consolidated screens used by all key departments, easy to use dashboards and reporting, and faster roll-out of promotions across all channels

### *Increased control and de-risking of IT infrastructure*

- the Sanderson Elucid solution provides greater flexibility and autonomy

### *Empowered colleagues* - intuitive sales and product

functions helping teams to work more efficiently and track performance

# richersounds

Experience Better

“We needed an end-to-end solution that could future-proof our business.”

**Julie Abraham, CEO**



Richer Sounds is not just a trailblazer in electronics, but the retail sector as a whole. For more than four decades, it has built a huge army of loyal followers by focusing on unparalleled customer service.

The secret to the company's success is looking after Richer Sounds colleagues, with unrivalled focus on satisfaction levels and distilling the values of recognition, reward and communication across the business.



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## Fit for the future

The company has consistently outperformed the electronics market in recent years. A key reason for this success is the company's focus on outstanding customer service, which sits at the core of the business, and is only possible with a seamless operational infrastructure. The retailer approached Sanderson with a brief to provide new, flexible technology to future-proof the Richer Sounds business across its network of 53 UK stores, website,

marketplace and corporate channels.

"We'd been using the same technology to run our stores, back-office and website for over 10 years and had taken it as far as it could go," explains Julie Abraham, CEO at Richer Sounds. "We needed to implement a new end-to-end solution that could future-proof our business across all channels."



## An agile approach to innovation

In addition to an aspirational brief, the project stakes were made higher by a tight time frame: Richer Sounds wanted to go live with the new system in less than 12 months.

Given the retailer's complex requirements, Sanderson adopted an agile methodology, with continual testing to ensure that each new milestone could be signed off as quickly as possible.

"The Sanderson team was in constant communication, so we always felt clear about what we were trying to achieve."

"Adopting an agile approach enabled us to be very responsive and make rapid progress."

## The store is the core

The first point of transformation was Richer Sounds' bricks-and-mortar technology. The retailer required the Sanderson Elucid solution to handle every element of in-store operations – including point of sale, stock management, purchasing, reordering, click & collect and customer service, across its 54 stores and offices.

“Our whole business model is built around driving customers into the store,” explains Julie. “We want them to try our products and draw on the knowledge of our highly trained colleagues, which you just can't do online.”

One key benefit has been using the system to automate a number of previously manual tasks,

empowering people to work more efficiently. This new task feature helps colleagues to do the best possible job when managing customer interactions.

Richer Sounds offers many aftercare services, packages and support functions, which are fully integrated with its point of sale technology. Elucid provides full traceability of the entire service and repair journey, from creation to completion.

“Our colleagues can carry out every transaction through a single system, which is vital in delivering a seamless in-store experience.”



## A single version of the truth

Delivering a single view of stock across all channels is critical. Store stock takes priority for Richer Sounds, so if a customer orders an item for in-store collection and it's only available online, that product is immediately fulfilled from the warehouse and delivered to the store. Live stock feeds ensure

accurate stock levels are available at any time.

“We wanted to feel confident that we had an accurate view of stock in all channels at any point in time; and could locate the right product for the customer based on this insight,” notes Julie.



## Innovative integrations

Another equally important priority was to ensure that Elucid worked flawlessly with other technology platforms used by Richer Sounds.

The Sanderson system integrates with Richer Sounds' ecommerce platform, delivering a single, accurate view of stock across all channels, including the retailer's growing Amazon marketplace channel.

Elucid also integrates with their PIM system and with the introduction of bulk pricing uploads, previous prices are displayed to demonstrate the discount on offer - an invaluable advantage at peak trading times.

There were also complex integrations into financial, accounting and BI tools to manage, with dashboard

reporting to display company performance at-a-glance. This was accompanied by technology integrations to enhance the Richer Sounds' marketing capabilities – including live feeds of customer reviews.

“The good thing about Elucid is that it offers end-to-end functionality in its own right, whilst integrating with other technology platforms.”

“This gives us the flexibility to run our business back-office the way we want, without having to manage technical complexities or create work-arounds.”



## The sound of success

The Richer Sounds ethos is that its customers buy for life, and the Sanderson system is instrumental in helping the retailer to future-proof its customer relationships and business performance.

Investing in the Sanderson system has enabled Richer Sounds to continue its core values of cared-for colleagues and outstanding customer service – something the Sanderson team has witnessed first-hand.

“One Sanderson colleague visited a Richer Sounds store, mentioned they work for Sanderson and instantly received great feedback about the system,” concludes Jim McGrath, Product Director at Sanderson. “It’s fantastic to get this kind of positive feedback from the people who are using our technology day-in, day-out.”