

Banks Big and Tall Menswear

Business Profile

Successful Birmingham based retail business, specialising in providing clothing for the larger and taller man.

Business Challenge

Banks Big and Tall out-grew the smaller back-office interface provided by their older point of sale software and so began to look for a more powerful system to deal with their range of stock as well as the mail order aspect of the business.

Solution

Answer Retail SBE (Small Business Edition).

Benefits

- Increased customer satisfaction.
- Improved efficiency in the response to customer queries.
- Ability to share information between tills means that communication has vastly improved.
- Availability of the Answer Solutions friendly support team.



New suit department at Banks Ltd

The Company

Banks Ltd. (www.bigtall.uk.com) is a highly respected family business with over 50 years experience of successful retailing in Birmingham.

From its origins as a DIY store, the business has evolved into a clothing and shoe retailer, catering now for the taller and larger man.

Banks' range of clothing is impressive and still important to them is the concept of supplying good quality clothing at low prices, combined with excellent customer service.

What's important?

Mail order has long been an important aspect of the business and with the launch of their website in 1998, Banks' mail order operation expanded considerably, putting a strain on the company's existing infrastructure and requiring further software investment to ensure the company was in a position to make the most of the new opportunities.

“Answer Solutions took our order form and created a software program around it, so that the entry procedures remained familiar to us.”

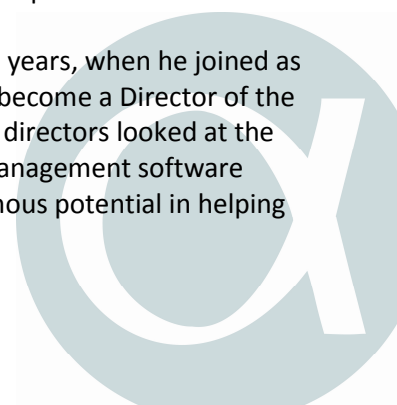
Ian Oliver, Director at Banks Big and Tall

The solution

Banks' involvement with retail software began when, in a forward looking move, the company invested in the RMS Transact Point of Sale software.

When Answer Solutions Ltd. acquired RMS in 2003 a synergy was created which enabled RMS customers such as Banks to have access to the powerful Answer back office interface. Banks now runs Answer Retail with the full Answer SBE enterprise class back office.

Ian Oliver has been with Banks for over 15 years, when he joined as a lad of 16, and has worked his way up to become a Director of the company. As soon as he and other Banks directors looked at the opportunities presented by the Answer management software product, they were convinced of its enormous potential in helping to grow their business.



Answer Retail Success Story | Banks Big and Tall Menswear



Benefits of Control

The move to implementing Answer Retail software was made in January 2004, after working closely with Answer Solutions staff over the preceding months.

This in turn reduces the number of customer returns and hence provides greater customer satisfaction. Within most companies some resistance to, and fear of system change is encountered with staff comfortable using existing systems.

Banks Ltd have proven that a step out of the comfort zone can lead to big success, with staff now appreciative of the time saving efficiencies that come with the new system. They now wonder how they ever coped without it:

“Staff members now get a real sense of satisfaction at the new found operational efficiencies.”

“Although we were terrified about moving the sales order processing system over from the old manual way, if you asked any member of staff now if they would like to return to the way things were before the changeover, not one would choose to do so.”

Ian Oliver, Director

The new Sales Order Processing system is fully implemented and running well.

Another tangible benefit that installation of the Answer system has provided for Banks staff and customers is a greatly improved efficiency in the ability to respond to customer queries, saving both time and manpower and once again increasing customer satisfaction.

Communication throughout the company has improved remarkably since the implementation of Answer Retail and all areas of the business can now communicate effectively with each other.

“We are also so thrilled with the fact that our 11 computers now talk to each other, aiding communication no end.”

Banks are also grateful to Answer Solutions for the support they provide. Help is always available during normal working hours either by email or telephone.

“None of us had much computer experience before this so Answer Solutions’ friendly support is invaluable.”

Planning for an integrated future

Banks know they must once again bite the bullet and implement the stock control, purchasing and warehousing modules which will integrate their systems even further and allow the Answer Retail software to really come into its own. Ian Oliver acknowledges that this is down to him.

“Ian Cowley, MD of Answer Solutions is forever urging me to take the next step, and I know I must.”

Once again, it is a question of overcoming the fear of change and setting aside time to make the move, but Ian Oliver has pencilled in early 2007, after the Christmas rush.

“We will probably start with the shoe operation, then roll it out into the rest of the business as confidence and familiarity grows.”

Ian is clear that once stock integration is achieved, the efficiencies that follow will be significant, for customers and staff alike and will enable the business to incorporate larger account customers, bringing many more possibilities for growth.

If you would like more information about Answer Enterprise please contact us, we'd be very pleased to hear from you.

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