

A Case Study

Sales from trade shows doubles with the introduction of the Moneris Mobile 8100 long range wireless solution.

THE COMPANY

Founded in 1981, The Pet Supply House Ltd. began as a small pet food and supply store before rapidly growing into Canada's largest supplier to dog and cat professionals and enthusiasts. With a 24,000-sq. ft. warehouse and showroom in Guelph, Ontario, plus an online, catalogue and mail and telephone order business, The Pet Supply House has developed a worldwide client base with customers from across North America, Latin America, Europe and Asia. www.petsupplyhouse.com

THE CHALLENGE

With customers and industry events across Canada, the trade show circuit is a key sales, marketing and distribution channel for The Pet Supply House. Show venues range from large metropolitan convention centers to specialized regional shows that may take place in remote area locations such as community hockey arenas or even outdoor parks. The ability to quickly set up to accept credit and debit card payment at these locations is critical to realize sales from impulse shoppers as well as offering easy payment convenience for trade show shoppers.

The Pet Supply House selected a long-range wireless point-of-sale solution for their trade show needs. However, they found the wireless signal connection to be unreliable forcing salespeople to conduct credit card authorizations over a cellular phone, leading to long wait times and lost sales due to the inability to accept debit

cards. An unreliable wireless connection further resulted in lost sales from impulse shoppers without enough cash on hand – a trip to an ATM not being an option at many remote venues. Back to back shows also led to safety concerns with sales reps carrying large sums of money from location to location. With exasperated sales reps, a concerned management team, poor first customer experiences, and ultimately lost sales, The Pet Supply House needed a superior solution for their trade show point-of-sale needs.

"In today's market, not being able to offer credit and debit is not only poor customer service, it just isn't good business," said Darren Hewitt, Vice President, The Pet Supply House.



"We use Moneris' solutions to accept payments through our retail, online, mail and telephone order business – the addition of the Mobile 8100 device now allows us to reliably accept payments on the road and has proven we made the right choice with Moneris Solutions,"

Darren Hewitt

VICE PRESIDENT, THE PET SUPPLY HOUSE



PET SUPPLY HOUSE LTD.
A CASE STUDY



THE SOLUTION – MONERIS' MOBILE 8100

The **Moneris® Mobile 8100** is the next generation long-range wireless point-of-sale solution providing fast and reliable credit and debit card transaction processing quickly and reliably – across the country – via the 1xRTT digital network. With a backlit display, keypad, removable battery pack, and a built-in printer for receipts, the 8100 has storage capacity for up to 500 transactions. Once presented with a demonstration of the solution by their Moneris sales representative, The Pet Supply House understood the immediate benefits from the solution and decided to move to the **Mobile 8100** solution for their trade show needs.

THE RESULT

Since using the **Mobile 8100** solution, sales from trade shows have doubled as the wireless debit and credit card payment solution has proven to be very reliable and easy to use for sales representatives. Immediate electronic authorization of sales and daily deposits has resulted in less cash required to be carried around as well as the ability for the management team to track the success of trade shows from headquarter locations through **Merchant Direct**, Moneris' online reporting tool. Armed with the confidence and peace-of-mind of a reliable technology solution, both management and sales representatives can now focus on what sets them apart from their competition – servicing their customer needs.



"Thanks to Moneris, we have full confidence in our ability to conduct sales in remote areas that we could not do business in the past. This solution has put us ahead of our competition. Our sales staff are very satisfied with the ease-of-use, fast transaction speed and dependability of the Mobile 8100," said Darren Hewitt.

"It has definitely given me more peace of mind of our business presence at trade shows and we're extremely pleased with the results as ultimately, my sales at trade shows have doubled since acquiring the Mobile 8100. It's such a pleasure not to have to tell customers, "Sorry, we can't get a connection signal for debit or credit cards".

Darren Hewitt

VICE PRESIDENT, THE PET SUPPLY HOUSE