



Case Study: Figueroa

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Infinity minimizes wait times at checkout for Figueroa.



About Figueroa Produce Market



Location: Los Angeles, USA

Size: One store, operating three lanes

Vertical: Grocery

Business Challenge: An extensive product range and the need to reduce customer wait times

The need: wide choice, fast service



Los Angeles' Figueroa Produce Market prides itself on providing customers with a huge range of fresh produce, meat, deli and groceries along with the friendly efficient service.

Customers love the wide array of seasonal and international foods available in the neighborhood market, situated in the heart of Highland Park in northeast Los Angeles. The market sources fresh food from small, family-run local and regional farms, and international goods from as far away as New Zealand and as close as Mexico.

While the sheer range of products meets the needs of the diverse and sophisticated Highland Park market, it potentially presents a problem at checkout.

Without the right point of sale software service could be slowed if cashiers have to remember or look up codes for thousands of products, says one of the market's founders, Ruben Perez.

"First-time visitors to Figueroa Produce Market are usually overwhelmed by our range. In the Produce Department for instance we have bins full of colorful fruits and vegetables. In citrus alone we have 100 different lines,"

Ruben says.



"We need to be able to help our cashiers process the sale quickly. Nobody likes to stand in line waiting to pay for their food."



The Solution



Infinity Retail Management System

When Ruben and his three cofounders set up Figueroa Produce Market in June 2008 they chose Infinity Retail Management System, supplied and implemented by Cypress Solutions, California, over 10 competing systems.

Infinity has been installed in point of sale PCs in the store's three lanes and in the back office computer. It is also integrated with the Zebra printer and LS1000 scales at point of sale.

Ruben says what attracted the four founders were Infinity's speed and the fact that it was easy for staff to train on.

"We were looking for something efficient. Infinity has a drill down feature with a single click allows the cashier to bring up details of all the different products we have in a category. They push a bar and it will bring up the six different types of bananas we have in store,"

Ruben says.

The fact that staff could become proficient on Infinity in less than an hour was also a bonus for an about-to-open market that needed to get its 15 new staff members up to speed as quickly as possible to deliver on the store's service ethos.



The benefits of Infinity: happier customers, stronger brand

supports Figueroa Produce Market's customer service ethos.

"With Infinity we have happier customers because we can deal with them quickly at the checkout and get them on their way much quicker," Ruben says.

And because Infinity works so well it has a positive spin-off for the overall brand.

"With Infinity we are up to date with our technology, which is a good look for us."

"Creating a business like the Figueroa Produce Market from scratch, which included negotiating a lease, converting a former video store to a produce market and organising permits with the city, took months of hard work," Ruben says.

"Infinity most definitely helped make our opening much easier, especially with the training of our cashiers," Ruben says.

"Our store is doing great and advancing each and every day. Sales are climbing and the neighborhood communities enjoy the store and service. Part of our service has a lot to do with the Infinity software, its simplicity and ease with which cashiers grasp how to use it in minutes,"

Ruben says.



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