

The Atria POS System – using technology to make business easier

Littlehampton Marketplace began in 2018 and is located in the historic, Adelaide Hills town of Littlehampton, South Australia. It's a family owned business providing a new retail concept - stocking thousands of lines covering local and fresh fruit and vegies, flowers, meats, cheeses, gourmet foods and pantry items. It employs 11 family members as well as 36 other staff. In an average week, this thriving business requires 1000 labour hours.

The Challenge

While the family has been in retail food sales for many decades, they had moved into retail operations for a few years prior to opening Littlehampton Marketplace. In that time, point-of-sale technology had changed significantly. So before launching their new store, the 3 co-owners did extensive research to find a POS system that would work for them.

They were looking for 3 key criteria from their new POS equipment:

- 1. Reliability** – Littlehampton Marketplace is a bustling business and the owners have a zero tolerance for equipment outages or downtime.
- 2. Simple to use** – With thousands of individual product lines to process at the checkout, the POS system needs to be easy and efficient for staff to use to ensure they provide customers with a seamless checkout service.
- 3. The POS system must generate reports to assist with accurate stock re-ordering** – particularly for the deli and meat departments.

HIGHLIGHTS

- **About Little Hamptons Marketplace:** A family owned business providing a new retail concept
- **Industry:** Fresh Food Retail
- **Company Size:** It employs 11 family members as well as 36 otherstaff
- **Location:** SA
- **Solution:** Atria POS System

The Solution

After conducting extensive research, the owners of Littlehampton Marketplace selected the Wedderburn Atria POS System:

- This System is a unique POS solution which is user-friendly, flexible and offers state-of-the-art technology. It's also designed to grow with the changing demands of any business.
- The Atria POS System can operate online or offline allowing the owners of Littlehampton Marketplace the freedom to access and manage store data anywhere at any time. Because the System is web based, management can change pricing and monitor trading on any device



- The ability to operate offline also means any connection issues will never disrupt trade.
- The Atria System is a fully integrated platform that manages scales across all departments as well as POS equipment. EFTPOS is also integrated across the store's multiple registers to deliver a quick, reliable and secure payment experience for customers.
- The Atria POS System easily generates important management reports while customers enjoy the convenience of receiving one receipt with the EFTPOS transaction displayed on the POS receipt.
- It offers variable barcode support to capture price, weight or price and weight data. This provides a hassle-free checkout process for all packaged items.
- In addition, the System is easy to use so staff training is swift and requires little supervision. To reduce trainee stress and avoid slow customer service, the Atria has a Training Mode giving staff the opportunity to use real product examples before they begin working with customers.
- Wedderburn provides a national team of qualified technicians and expert backup support to ensure every component of the Atria POS System is operating efficiently and reliably every trading day.

Importantly, we needed to be sure that any system we chose was going to be reliable. We won't tolerate any disruptions to trade or customer interactions and the Atria has certainly fulfilled this key requirement. But we were also impressed with Rob's customer focus and the tremendous support provided by the Wedderburn service team.

All in all, the Atria POS System was the right choice for our business."



The Results

When we asked Peter Palma, a co-owner of Littlehampton Marketplace, about their experience using the Atria POS System he told us:

"We have a large number of product lines so we need a sophisticated system that is easy for our checkout operators to use – especially when processing large orders.

We had seen the Atria POS System in operation in another business and thought it might be right for us. But we needed to be convinced.

Rob Hoskins, our local sales representative gave us an impressive presentation on what the Atria System could do.



Atria POS System - WSAP

For more information on the Atria POS System, contact Wedderburn on 1300 933 337 or visit our website.