



 **CSY**RETAILSYSTEMS

EPOS Solutions for Garden Centres





**CSY** RETAIL SYSTEMS





# Sell smarter with a tailored retail EPOS and ecommerce solutions from CSY Retail Systems

CSY Retail Systems was established in 1988 and has been providing EPOS systems to retailers ever since. The requirements of retail have changed in recent times and we have changed, embracing multi-channel retailing and offering it to all our customers.

Our customers include pharmacies, garden centres, tile and flooring, hardware stores, department stores, delicatessens, farm shops, specialist food stores (such as Kosher supermarkets), builders merchants and cook shops.

CSY's broad customer base has become one of our major strengths. We have been able to take good practice from one type of retail and use it in another. Time after time, our customers have recognized this valuable asset.

All of our services are provided in-house from our offices in Nottingham. This means we can ensure and monitor the quality of those services. We write our own software and listen to our customers who help drive its ongoing development.

## Support

CSY provide a 7 day helpdesk service, including bank holidays, so you can have access to a Vector expert when you need them. Our remote access tools mean that we can swiftly resolve any questions or problems that you might have.

We provide a 'box-swap' maintenance service meaning that if your equipment was to fail, we will have a replacement to you the following working day.

At CSY, we believe in training so that you can get the best from your investment. We will provide you with the essential training that you need on-site to get your system up and running. Our purpose-designed training centre offers additional training courses so that you can explore the more advanced features of Vector.

You will have access to our online customer web portal.



# Vector

Vector was launched in 1990 and has evolved into the most comprehensive Point of Sale system available to independent retailers in the UK.

CSY Vector has proved itself to be reliable, cost effective and an excellent tool for managing and increasing profits.

- Touchscreen for ease and speed of use.
- Create your own touchscreen driven menus for non-barcoded products.
- Account customer sales.
- Create customer deliveries.
- Postcode lookup.
- Loyalty Scheme with bespoke card design.
- Handle special customer orders with deposits.
- Automatically apply customer discounts.
- Manage staff discounts.
- Suspend and recall sales on any terminal.
- Provide sales prompts to sell related items.
- Integrated chip & pin card processing over broadband for faster transactions.
- Security coded gift vouchers and credit notes printed at the till.
- Designed for use in your café or restaurant with table and bill tracking.
- Integrated weighing scale options

## In the Office

CSY Vector offers the following features and benefits for Garden Centres & Nurseries;

- Comprehensive reporting system to provide you with all the management information you need.
- Save time with automatic generation of orders including seasonal variations.
- Seamless multi-branch capability.
- Warehouse and inter-branch stock transfers.
- Easy configuration of product related messages.
- Integration with popular accounting packages.
- Simple management of account customers including invoices and statements.
- Use VectorAnywhere to access your data from any internet connection
- Printing of multiple label types including, shelf edge, pot-pointers, bed labels, self-ties, swing tags etc.
- Full security profiling to control system access.
- Handheld touchscreen terminal for stock takes, goods receiving, Queue-busting, order-picking etc.





In partnership with...





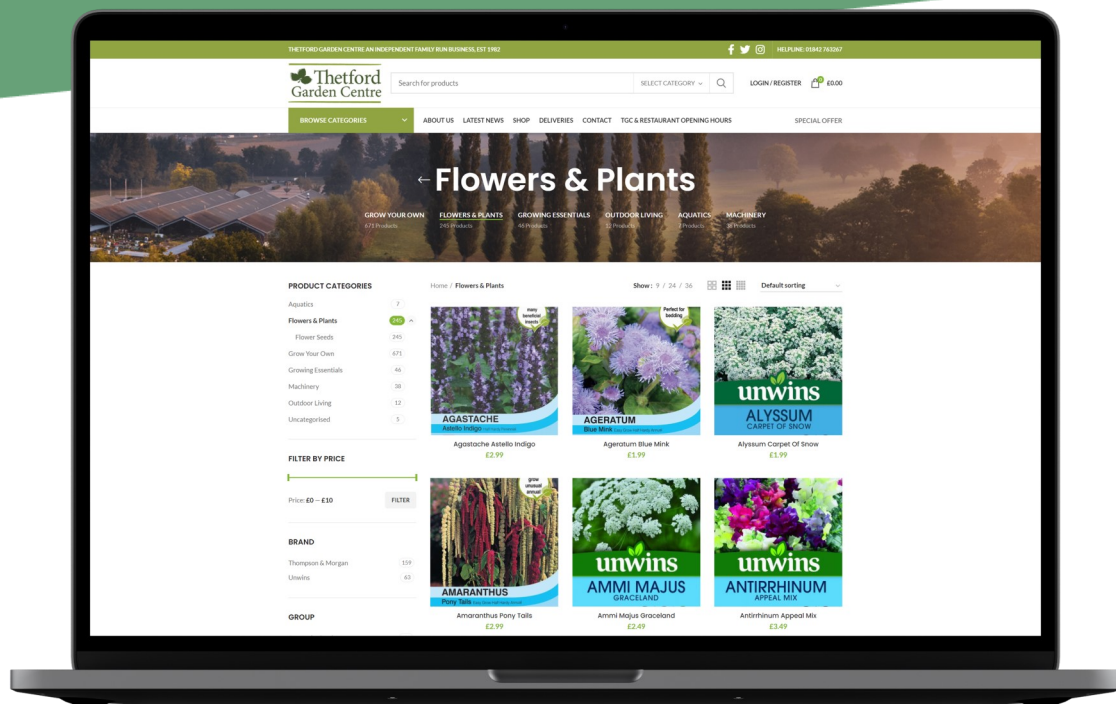
# Web Design

CSY have developed Vector eCommerce so that we can get you selling online as quickly as possible. Whether you are new to selling online or already have an internet store, we can make your business run more smoothly.

Our in-house web development team can provide you with a great new website allowing you to quickly publish your products on the internet. We have moved over to WooCommerce, to allow our customers to get even more out of their ecommerce websites!

Our CSY eCommerce products are designed to integrate with your Vector EPOS System which provides many distinct advantages over stand-alone e-commerce solutions. Simple product management and order fulfilment are all managed through Vector.

If you already have an established eCommerce website talk to us about using Web Sync to integrate it with your Vector EPOS system.



## Web Integration

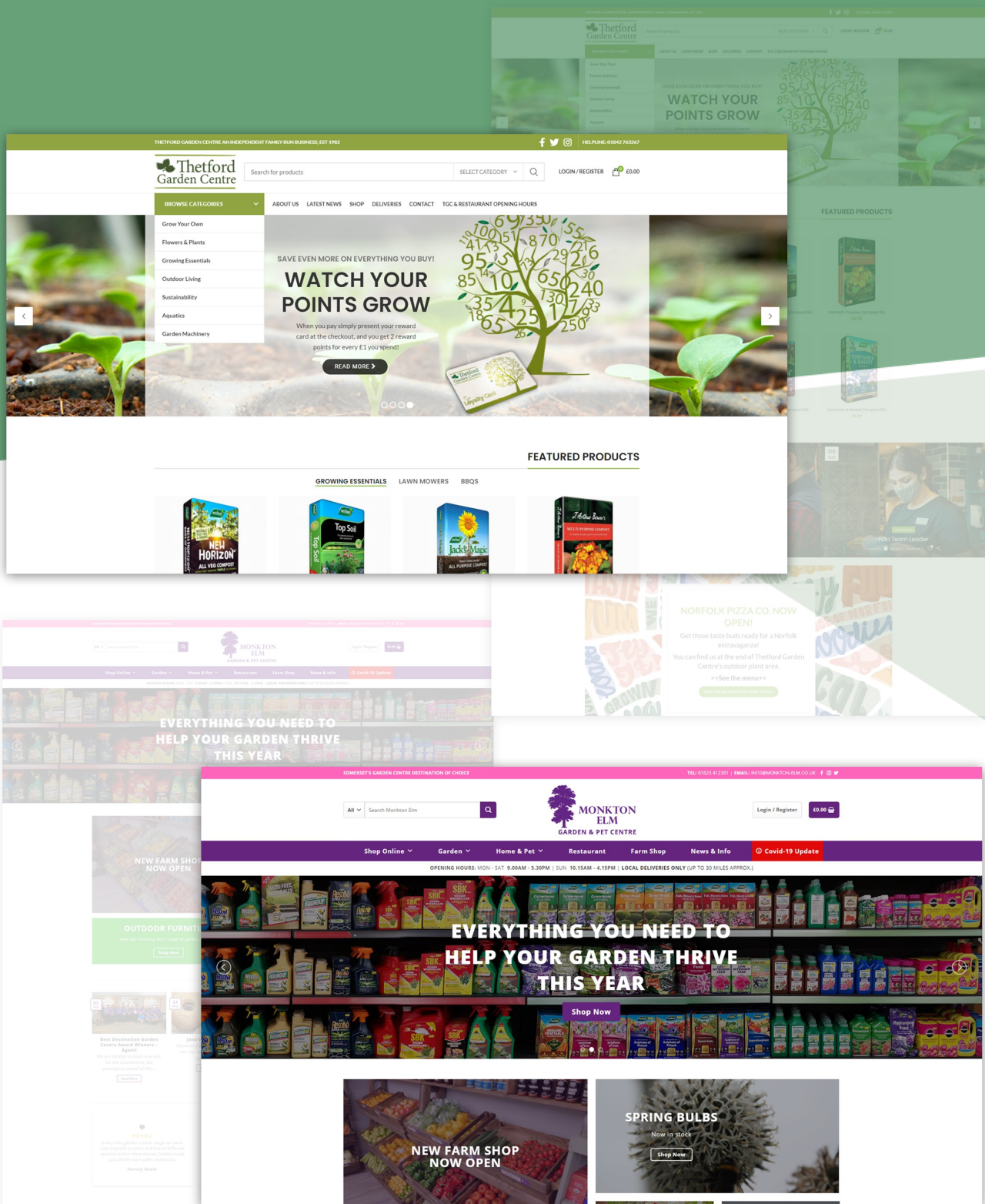
Our websites are fully integrated with Vector. All of your product information, images, pricing and stock levels are all transferred directly from your EPOS system to your website. This makes control of your products much simpler with everything being managed in one place.

Use Vector's comprehensive reporting tools to analyse your internet sales.

As your system is linked directly to your website, orders that are placed on your website are automatically transferred into Vector so that you can produce picking notes, dispatch notes and keep track of remaining stock levels.

We also integrate with Amazon to allow you to sell through the Amazon marketplace.





We can also integrate with existing  
WooCommerce and Shopify websites!

**Woo** COMMERCE

**s** shopify



# Vector Table Planner

CSY's Vector table planner allows Hospitality businesses to design their own table layout within Vector Manager Back Office. Here you can add new rooms and tables at ease which will then appear inside Vector Hospitality on the Epos.

By using our colour changing system, businesses can manage the status of each table to show as Seated, Waiting or Served. This allows staff to have a visual view of each Table's status directly from the Epos or Handheld ordering device. A timer showing how long the customer has been at each status is also visible.

**Seated** – To show staff which tables are available for new customers.

**Waiting** -To show staff when the order has been taken and the customer is waiting to be served.

**Served** – To show staff which tables have been served and what are tables are yet to be served.

Additional features of the Vector Table Planner include:

Ability to pay at point of order or "Save Tab" functionality for payment at the conclusion of the customers meal.

Ability to "Split Bill" so that customers can pay for individual meal items or by split the bill by the volume of covers.

Ability to move customers to another table.

Ability to add individual notes to orders.







## At Table Ordering



With the challenge all Hospitality businesses have faced during the Coronavirus Pandemic, the ability for customers to place orders at a table or from home for a later collection using their Smartphones has been key in ensuring businesses can remain operational.

Using CSY's "At Table Ordering" solution allows you to do just that.

On arrival at your venue, customers scan a QR code at their table of choice which will open the ordering platform. The customers then select their menu options and pay for their order on the smartphone.

This seamlessly links with your EPOS on site and with all connected peripherals such as Kitchen Printers.

Customers can also use the same platform to order at home for collection on-site at a designated time.

# Loyalty Schemes

Our customer loyalty scheme allows you to go that extra mile with returning customers;

- Helps promote customer retention
- Allows you to run loyalty customer promotions
- Give extra points on slow moving items to boost sales
- Gives you the information you need for direct customer marketing

With our in-house design service, we take the hassle out of sourcing professional custom designed customer loyalty cards to fit with your company branding.



# Gift Cards

As well as our loyalty schemes, we also have the facility to offer your customers gift cards;

- Fully customised design to integrate into your company branding
- Any value can be added to a gift card
- Customers can top up existing gift cards
- Back office financial reports on gift card activity





# Retail Intelligence Module

In an ever-changing retail world, it is important to make the most of your customer base. You need to be increasing spend, visits and the size of the customer base itself. Many of our customers are already using our customer loyalty program to help with this.

We wanted to offer you the chance to take this further, which is why we have launched our new retail intelligence module. This sits alongside our existing customer loyalty system allowing you to create targeted offers that will help you invigorate your customer base, get them visiting more often and spending more!

With CSY Retail Intelligence you segment your customers into groups based on one or more of the following:

- Customer spend in a time period
- Customer visits in a time period
- Customers who haven't visited in a time period
- Spend in a particular department(s) in a time period
- Non-spend in a particular department(s) in a time period
- Purchase of a particular item(s) in a time period
- Non-purchase of a particular item(s) in a time period
- Current loyalty points balance
- Postcode area


Then once you have created your target group, you can attach a targeted promotion to make your campaign.

You can also create an export of the campaign information if you want to use this in a mail merge as part of a postal campaign.

The Retail Intelligence module includes additional reporting tools to measure the effectiveness of your targeted campaigns allowing reporting on:

- Total customer spend for a campaign
- Number of campaign promotions redeemed
- Customer spend before and after a campaign including basket size and average item price
- Total sales to the campaign (with quantity/profit/avg basket/avg spend/visits)
- Promotion sales to the campaign (with quantity/profit/avg basket/avg spend/visits)
- Sales by day (with quantity/profit/avg basket/avg spend/visits)
- Additional spend (showing the summed spend on top of the promotion item sale)
- Baseline sales – sales that have no marketing cost.

We also include a number of different ways of analysing and exporting the above information to make sure that it is working as effectively as possible for you, allowing you to adapt your campaigns to suit your retail environment and your customers.



# Weighing Scales



With CSY, you can now control your butcher and deli scales from within Vector. Programming of new items and price changes can now all take place in Vector, meaning no more running around to each scale.

By entering all your product ingredients into Vector, you can send the information directly to your scales over the network. All allergens are automatically highlighted saving you time and effort.

## Plant Passports

As Plant Passports start to come in, we have been working on making sure our EPOS works for you. Our garden centre & nursery customers will now be able to print Plant Passport labels and have all the correct data stored in their Vector system. This will make it easier for our garden centre and nursery customers to follow these guidelines that have come into place.

### Plant Passport

A: *Lavendula angustifolia* Aromatico  
Blue

B: GB - 13044

C: 60676

D: GB



## Handheld



Our touchscreen handheld terminal helps save time and effort with stock takes, goods receiving, order picking, price amendments and more...

## Printer



There are often reasons to reduce prices on items. For example those with short shelf life or those that have been damaged. Our portable printer allows easy reduction label printing.



# Shelf Edge Labels

CSY offer two types of shelf edge labels.

We have standard black and white labels and our new colour shelf edge labels which can be used to show your customers whether a product is fair trade, organic, gluten free, vegetarian, vegan or any other attribute that you wish to highlight. These can be customized to different colours, shapes or symbols for each attribute.



# Electronic Shelf Edge Labels

With CSY Vector, the shelf edge labels can be linked wirelessly to your stock database. Change any stock details in Vector and your labels change automatically.

With a battery life in excess of 5 years, why not introduce paperless labelling?



# Joy of Plants

Joy of Plants is the perfect database for your store containing 14,000+ UK plants.

Integrate 'Joy of Plants' into CSY's Vector EPOS and you can:

- Add value to your Loyalty Scheme by emailing plant care details to members for all their plant purchases.
- Print your bed cards from Vector.
- View plant information at the till to answer customer queries.



# What our customers say...

Immediately we could do so much more and things we could do before we could now do much more quickly. Since installing the Vector package on our existing tills, and adding a couple more Wi-Fi handhelds, our ordering has speeded up, it's much quicker to check deliveries in and keeping a grip on the accuracy of our inventory and our shrink couldn't be easier with a very straightforward stocktaking facility.

**Ian Hayward, Earlswood Garden Centre**



"We chose Vector EPOS from CSY because we wanted to work with a garden centre expert for our EPOS system. It means although we're only a young, small company, we get the same benefits as larger garden centres.

One of the other reasons we invested in Vector from CSY was so that when we are ready to expand and open another shop, we will have a system in place which will be easy to roll out. It also means we get to spend even more time helping customers choose the perfect plant or gift. "

**Peter Milne, The Nunhead Gardener**







WOBURN SANDS  
EMPORIUM

"The till system is similar to those that most retailers use, with a clean interface and easy to operate. The back-office system is also relatively easy to use, but anything you can't find they are only a phone call away. In March we tried to attend the in-house training but due to lockdown we weren't able to attend, so CSY provided some training over the phone."

**Oliver Hayes, Woburn Sands Emporium**



## Also working with...

**in-excess**  
Garden Centres

**Thetford**  
GARDEN CENTRE



**CLIFTON**  
NURSERIES

**GORDON RIGG**  
GARDEN CENTRES  
Inspiring Gardeners since 1945

**Waterside Highdown**  
GARDEN CENTRE

**MONKTON**  
ELM  
GARDEN & PET CENTRE

**Swarkestone Nursery**  
South Derbyshire's Nearest 1 Plant Nursery

**Burleydam**  
Garden Centre

**PRIOR PARK GARDEN CENTRE**  
PET & AQUATIC CENTRE AND FARM SHOP

**Gordale**  
GARDEN AND HOME CENTRE

**DALESIDE**  
NURSERIES LTD

**Summerhill**  
GARDEN CENTRE

**Grasmere**  
Garden Village

**Eastfield**  
Garden Centre

**PENTLAND PLANTS**

**BELTON**  
GARDEN CENTRE

**BELL PLANTATION**  
GARDEN CENTRE  
- creative and inspiring horticulture -



**NEW HOPETOUN**  
GARDENS

**RUSKINGTON**  
GARDEN CENTRE

**RAGLAN**  
GARDEN CENTRE

**Cowell's**  
GARDEN CENTRE

**Parker's**

**Strawberry**  
Corner  
Garden Centre

**YEW TREE**  
Garden Centre

**Brookfields**  
Nottingham's Premier Independent Garden Centre

**WOBURN SANDS**  
EMPORIUM

**WARBRECK**  
GARDEN CENTRE  
**Dean's**  
Garden Centre

**BLUE DIAMOND**





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