

UTAH GROCERY STORES, MACEY'S AND LIN'S, ENHANCE OPERATIONAL EFFICIENCIES AND CUSTOMER ENGAGEMENT WITH DUMAC'S RORCV6 POINT-OF-SALE SYSTEM

Macey's and Lin's are two of Utah's premiere community grocery stores. Owned by Associated Food Stores (AFS), the two retailers have grown by continuously looking for ways to enhance the shopping experience for customers and make their operations more efficient.



Macey's and Lin's have rich heritages of success. Walt Macey and Dale A. Jones opened the "Save-A-Nickel-Market" in 1947. That small, single store in Rose Park, Utah eventually grew into the multi-store chain know today as Macey's. Purchased by AFS of Salt Lake City in 1999, Macey's has built its brand on providing a fun, family-focused shopping environment. Macey's operates 12 locations throughout Utah.

The first Lin's Store was founded by Lin and Reva Orton more than 50 years ago. The store made its mark in Cedar City, Utah by providing customers with high quality meats and customer service. Lin's, like Macey's, was acquired by AFS in 1999. With seven locations across Utah, Lin's remains committed to upholding the values it was founded on: friendship, quality and value.



Technology plays an important role in Macey's and Lin's upholding their tradition of providing an excellent overall shopping experience for each of their customers. Both retailers recently upgraded from DUMAC's RORCV5.2 to RORCV6, a point-of-sale software system designed to help independent grocers continuously increase the efficiency and effectiveness of their business operations and facilitate customer engagement.

Although adding the new software meant retraining staff, the process was quick and easy. Ashlee K. Johnstun, manager, Associated Food Stores, notices that RORCV6 is especially user friendly.

"Training was great and everybody was able to catch on right away," said Johnstun. "The system's intuitive design means we spend less time on training for our POS system and more time developing employees in other areas."

One area where RORCV6 has benefited Macey's and Lin's is at checkout, enabling the stores to go from cashier accountability to lane accountability. With RORCV6, the two banners were able to move from cashier accountability to lane accountability, making shift change over quick and efficient and not disrupting guest service. Cash and sales information are accounted for via the RORCV6 system at each checkout lane. This streamlined approach reduces the time required when changing shifts by 50 percent and virtually eliminates counting errors. Lanes are now counted only once a day, by a trained manager, versus multiple times a day by cashiers. Efficiency and accuracy are further improved because bookkeepers no longer have to enter drawer amounts by hand.

In keeping with their belief in creating a great shopping experience and adjusting to their customer's needs, Macey's and Lin's provide their customers with the option to shop for groceries online. Macey's and Lin's integrated Rosie's eCommerce platform into the RORCV6 system. All retailers using RORCV6 software have access to Rosie's eCommerce suite, which includes web and mobile shopping apps for consumers, order fulfillment tools, digital marketing services, and data analytics.

"Our partnership with the Rosie app from day one has just been awesome," says Troy Marchant, assistant store director, Lin's. "The Rosie app truly does make it very simple to offer online shopping and it's been a perfect fit."

To further serve their customers, Lin's and Macey's recently added a loyalty program. With the RORCV6 system, DUMAC was able to seamlessly integrate a third-party loyalty program, helping to engage customers and encourage customer loyalty.

"The biggest thing we like is that whenever we ask DUMAC for new features and capabilities, they're easy to add," adds Johnstun. "Whether our customers are shopping in-store or online, RORCV6 has helped improve the customer experience, both at Macey's and Lin's, which keeps our customers coming back."

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