

## MATHERNE'S MARKET IMPROVES BUSINESS OPERATIONS WITH DUMAC'S RORCV6 SOFTWARE

Since opening its doors in 1981, Matherne's Supermarket, a family-owned business, has been known throughout the River Parish and Baton Rouge communities for its great service, great value and great specialty items. The company, which originally started as a convenience store, has since grown to four locations and now offers an extensive selection of farm-fresh produce, quality meats, fine wines and homestyle bakery and deli products. Each location offers something unique for its customers, but all consistently deliver friendly service, competitive prices and a fast and convenient shopping experience.

A member of Associated Grocers, Inc., Matherne's has grown over the years by continuously looking for ways to enhance the shopping experience and make operations more efficient. For example, Matherne's was one of the first supermarkets in Louisiana to switch to scanning with its POS system in the mid-1980s. Staying current on the latest technologies that help improve the business and enhance the overall shopping experience for customers has played an important role in Matherne's Supermarkets' continued success.

In 2014, Matherne's upgraded to RORCV6, a point-of-sale software system that helps independent grocers continuously increase the efficiency and effectiveness of their business operations and facilitate customer engagement. The software includes a robust set of customized capabilities such as cash management, report management, e-commerce and promotion management tools.

As a user of RORC since 1986, Ernie Matherne, owner and operator of Matherne's, was particularly impressed by the efficiency and effectiveness of RORCV6's new advanced reporting capabilities. RORCV6 provides report customization, enabling Matherne to pull data on specific items.

RORCV6 enables Matherne to run sales comparison reports and track item sales movement for specific departments, such as wine and produce, as well as for individual items, groups of items, and specials including weekly advertised prices and temporary price reductions (TPR). Item sales reports are especially helpful when planning merchandise for holidays and other specific time periods. Ernie and his team can quickly see last year's movement and adjust orders accordingly. The RORCV6 sales reports also make it easy to monitor irregular transactions such as refunds, voids, and canceled transactions.



"RORCV6's enhanced reporting features allow us to do better research at the transactional level, giving us more insight into the products customers are buying and other shopper habits and preferences," Matherne said. "The information is helpful for making decisions on things like pricing and inventory. We're now in the best position to make decisions based on real data."

RORCV6 also differentiates savings types in the Discount section of the report. Matherne can see how much customers are saving as a result of sale items, TPRs, discounts, premiums or offers. From the report screen, Matherne can "drill down" into the electronic journal and investigate the situation very quickly.

"Associated Grocer's Retail Systems Department configured our systems to automatically send me daily sales reports as well as a weekly cash report via email," said Matherne. "With this practically real-time information, our management team can react quickly and make adjustments as necessary."

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Matherne's also relies on RORCV6 to help with cash management. Among the capabilities the stores utilize is the safe balancing tool. The feature improves the efficiency and accuracy of balancing the cash in the store's safe at the end of a shift, enabling Matherne's to hold their office personnel as accountable as their cashiers.

Another area where RORCV6 has benefited Matherne's is at checkout. In keeping with the supermarket's tradition of providing fast, convenient service to customers, employees can now move customers more quickly through the checkout line.

"Speed at checkout is especially important at our downtown Baton Rouge store. It's located in a former bank branch within a busy building so we have a lot of foot traffic. Transactions are smaller there so we need to keep people moving quickly through checkout to process more sales," said Matherne. "The system's intuitive design and touchscreen display are very important in this environment."

To further serve customers, Matherne's has also easily set up promotions and discounts through RORCV6's promotion management tool, which aids with customer engagement and loyalty.

"RORCV6 gives us the ability to include some types of pricing that weren't available in the previous version, making it easier for us to do more premiums and promotions. For example, we may run a promotion where customers get a ten percent discount when they buy six bottles of wine," said Matherne. "With RORCV6, it's simple to program these types of premiums into the system and get the promotions set up."

Matherne adds that RORCV6 has been beneficial in showing customers their total savings. As soon as an item is scanned, RORCV6 will quickly determine what price to charge and what discounts are valid for the customer, with total savings calculated and printed on customer receipts.

When Matherne's wants to make changes, additions, or combine RORCV6 with other systems it already uses, Matherne notes that the process is simple and fast. For example, Matherne's, like many grocers, recently finished EMV adoption in its stores. DUMAC seamlessly integrated EMV adoption with the RORCV6 system.

"Associated Grocers and DUMAC's teams are very responsive and adaptable to our needs," he said. "Their help ensured a seamless integration of EMV chip-reading technology into RORCV6. It's what we've come to expect from DUMAC. Through 20 years of being with RORC, we've always had a great partnership. They've always done everything we've asked of them."

