Take “Stock” of New Features! … more

New! KWI Debit Card Processing … more

Who’s Who at KWI? … more

Get In the Swim with Inca … more

Short Cuts – Fast, Helpful Hints … more

Thanks for partnering with KWI. Your comments mean a lot to us. Please email us — we love to respond!

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New & Improved Open Stock Replenishment

Continual improvement is our “stock in trade” to make your workday easier. So ... we’ve enhanced the functionality and interface of our Open Stock Replenishment program. Now you’ll find it simpler to enter data – as follows:

- The program now has three enter tabs.
- You can move freely between these tabs to enter whatever you need.
- A new “Show Parameters” button will pop up a new window with all of the selections you’ve made.

Other Brand New Features

You’ve always had the option of including WTD (Week to Date) sales. Now we’ve added a box for % of Week Complete. You can enter a number that tells the system what percent of the week’s sales has already transpired, and the system will project a full week of sales based on your partial numbers.

Also new on the results screen is a Highlighting section. Use this when you want to look at exceptions to the norm. Simply make selections from a dropdown and all records that match will have their row highlighted. Your select options are:

- **SKU Need greater than SKU suggested order:** Shows all cases of incomplete store shipment due to lack of warehouse merchandise.
SKU Suggested Order greater than a number you can enter: Flags lines that may need to be manually changed. For example, “show me every line where the Suggested Order is greater than 100 pieces.

- **On Hand plus Intransit plus Suggested Order greater than a number you can enter:** A great way to look at all goods arriving at a store. By adding Intransit, you can instantly flag possible over shipments to stores.

These improvements allow more control over stock deployment, for a more streamlined and profitable operation.

If you have further suggestions or special needs in this area, or you are not currently taking advantage of Open Stock Replenishment and want to know what you're missing, please let us know and we'll be happy to work with you.

*For more information, please contact Dan Markowitz at: danny@kwi.com or (516) 621-2400, ext. 305.*
New for KWI Clients: Debit Card Processing

The easier it is for shoppers to pay for their purchase, the better it is for your business. That’s why KWI is pleased to increase your options by offering debit card processing at Point of Sale.

To bring you this capability, we have selected AJB Software Design's *Fipay* (Flexible Integrated Payment System) as our next generation payment engine. AJB Software Design is a leading provider of this technology, serving 25 of America’s top 100 companies as well as a roster of clients throughout North America, UK, Europe, Latin America and Asia. They are the service provider for many of the world’s fastest growing merchants. We feel they are the top choice for the fast, secure and reliable payment solutions we want to bring you.

AJB’s *Fipay* delivers the ultimate in store-level payment processing through one installation that can integrate giftcards, credit and pin based debit. By adding these capabilities to KWI Merchant Services, we will now be able to now provide a comprehensive and fully integrated payment system solution.

*Fipay* also gives KWI customers the flexibility to integrate payment processing formats in Canada, Europe and Asia. It is a fully PABP (Payment Application Best Practices) compliant payment solution.

Debit card processing ... one more way we can partner with you to help build your business, and your profits. Stay tuned for additional updates from KWI regarding store-level payment processing and AJB's *Fipay*. 
For more information, please contact Phil Stead at: phil@kwi.com or (516) 621-2400, ext. 315.
Meet the Help Desk Team!

Who ya gonna call? Help Desk! Our hardworking support team is always at your service. They are dedicated to resolving problems, answering questions and generally troubleshooting all your system support needs – as quickly and efficiently as possible.

And now, with the Holidays right around the corner, our Help Desk team is gearing up to serve your peak selling season needs. We’ll have extended staffing with increased personnel on duty, so that you can be assisted as quickly as possible throughout the day.

In every way, we’re here to help you have a most successful holiday season.

*When you need technical assistance, call KWI directly at 1-800-873-5944 and press "1" for Help Desk or "7" for Application Support.*
For general information about the KWI Help Desk, please contact Jean Nelson, Chief Support Officer, at: jnelson@kwi.com or (516) 621-2400, ext. 313.
Inca Takes the Plunge into Retail

It's hard to imagine a chic closet without a bright splash of Inca, the boho sophisticate collection of bags, swimwear and resort wear. From turquoise beaded silk tunics, sarongs and bikinis to bold floral totes and woven beach mats, Inca conjures the feeling of Morocco, Mexico and Bali by way of lavish details, luxury fabrics and intricate embellishments.

The company launched in 1998 when Stephanie Hirsch, a world traveler with a free spirit and creative mind, returned from hiking Peru’s Inca Trail. After exploring the central markets and spiritual retreats of the mysterious and sacred country, she used the memories of her travels - the brilliant colors and exotic textiles – to create Inca.

New York style cognoscenti, the jet set and celebrities like Jennifer Aniston, Kate Hudson, Naomi Watts, Halle Berry, Courtney Cox, Salma Hayek and Liv Tyler snapped up her covetable pieces, encouraging Hirsch to expand. She partnered with Stacy Deutsch (formerly of Ralph Lauren and Max Mara) to create Incagirl, a playful swim and resort line for fashionistas-in-training (sizes 4 to 14).

Continually sourcing within remote communities, Hirsch perpetuates old world crafts while infusing her designs with new influences. Her refreshing take on quality and style continues to attract loyal customers – so much so that she’s taking the plunge into retail boutiques. Inca’s first opening will be on Lexington Avenue in Manhattan – New York’s upscale shopping district.

Though Hirsch continues to be a free spirit, she didn’t take any chances when it came to choosing
her technology solutions provider. She selected KWI to help her deal with the waves of consumers who will be inundating her retail rollout.

For more information, please contact Dan Markowitz at: danny@kwi.com or (516) 621-2400, ext. 305.
This Month’s Short Cuts

Time-saving tips and ideas that are right on the money – from the staff of KWI.

1. LP Tip of the Month ... from Stuart Levine and Kimberlee Woo

Protect Your Customers from Identity Theft

Identity theft is a growing, and costly, fraud. Here are some best practices to protect your customers and your business from credit card fraud. Make sure your sales associates follow these rules:

1. Ask for identification and match it against the card. Note that some states do not require identification unless the card is not signed or the signatures on card and receipt do not match. However, most customers won’t mind showing a picture ID if asked courteously.

2. Always match the last four digits that appear on the receipt against the credit card before handing it back to the customer.

3. If you receive a request for an authorization on the computer screen, never override it. The request is there for a reason. Always make the call and follow the instructions you are given.

4. Keep all of the credit card phone numbers by all registers (VISA, MC, AMEX, DISCOVER, etc.). Be sure all employees understand when and how to place these calls.

5. Always hold onto the credit card until the end of...
the transaction and pay attention to anything unusual. Clues to look for include:

- the hologram is not 3D
- the numbers are not raised
- the card appears to be altered

Next month, we’ll offer some tips to prevent fraud when customers write checks.

For more information, please contact Kimberlee Woo at: kwoo@zellmangroup.com or (516) 625-0006, ext. 442.

2. CRM Tip of the Month … from Claude Johnson and Jubin Thomas

“Thank You” – Worth its Weight in Gold!

In the current state of retail, where competition is fierce, and doing business almost seems like the CareerBuilder commercial (the one where employees are literally battling each other for promotions), giving away margin doesn’t exactly make sense.

But if you can turn a nickel into a dime, you have something special. In all our research, we have found that simply thanking a customer and giving them a reward is a great way to increase customer loyalty. Recently one of our clients sent out $25 gift cards to their top 50,000 customers, with a thank you note attached for being one of their best customers.

Remarkably, about half of the recipients responded to the offer, and the client saw an increase of over $3,000,000 in margin for the measurement month – over the “best customers” who did not respond.

The lesson is clear: simple acknowledgement and reward goes a long way in creating – and sustaining – customer loyalty. So don’t take “best” customers for granted. They don’t owe you for being the best – you owe them.
If you have any questions regarding “best” customer analysis and marketing strategies, please contact KWI-CRM at: crm@kwi.com or (516) 621-2400, ext. 367.

3. App Facts ... from the Application Support Team

Q. What’s the difference between Merge and Replace SKU’s?

A. The **Merge** function enables you to take two SKU’s that exist in your system and merge one into the other. For example, say you want to merge SKU-1 into SKU-2. All of the history from SKU-1 will be merged into SKU-2, and SKU-1 will be deleted from the back system. However, it will still ring on the register. Stores must re-ticket items so they will scan under the appropriate SKU. (Note that two SKU’s can be totally different from one another and still be merged.)

In the **Replace** scenario, only one SKU exists on the system. To "replace", you essentially tell the system wherever SKU ="x", change to "y". Your replacement can be an arbitrary SKU number. The original SKU number is deleted and all of the history from the old SKU is moved to the new one. Once again, stores must re-ticket items to scan under the new SKU number.

*For more information, please contact Application Support at: appsupport@kwi.com or (516) 621-2400, ext. 359.*