



You focus on retailing.

We focus on technology.



New Audit Trail Feature ... [more](#)



Sale Into Summer ... [more](#)



Who's Who at KWI? ... [more](#)



LP for Michael Kors ... [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!

KWI is concerned about your privacy. We do not rent, sell or exchange email addresses.
© 2010 Klinger Weiss Infosystems. All other trademarks contained herein are the property of their respective holders.



Follow the Trail to Customer Audit - New from KWI



The latest advance in KWI's continuous improvement comes from our Merchandising system. Our clients will now have the benefit of Audit Trail Reporting, a new self-service feature that quickly identifies what changes are coming from where (or whom) within your business.

It's often important to review information regarding the "change history" of your merchandising data. Why was an inventory amount revised? What was the source of a price change? Up until now, you could not access the trail of change directly. Instead, you had to submit a request to your KWI Client Representative, who then engaged our IT department to pull the data for the specified date range, user, application, etc., from the KWI Merchandising system. So you got the information you wanted, but not as quickly or easily as we thought possible.

Now, you will enjoy self-sufficiency and speed in Audit Trail Reporting. You can generate your own audit trail reports on demand to review detailed information regarding changes to inserts, updates, deletes and other key merchandising data. Your business will benefit from the new transparency to identify data modifications by user.

We are currently piloting this new reporting feature with one client - Seiko. Their corporate offices in Japan will utilize these new reports to fulfill their audit requirements for compliance with Japan's *Financial Instruments and Exchange Law* (known as Japanese Sarbanes-Oxley or "J-SOX"). Once we've got the technology tested and perfected, it will become available to all our clients on a request basis.

If you'd like to enable KWI's new Audit Trail Reporting function for your company, please speak with your KWI Client Representative.

To learn more about the full range of KWI Merchandising system capabilities, please contact Robert Schaffer, Vice President, Client Services, at robs@kwi.com or (516) 621-2400, ext. 310.

You focus on retailing.

We focus on technology.



Turn Summer Sale Customers Into Repeat Customers



By July we're into the heart (and heat!) of Summer. That means inventory markdowns as retailers start the process of clearing out warm weather merchandise.

Sales bring an increase in store traffic, from customers old and new. Don't let this opportunity pass you by - now's the time to strengthen ties with existing customers, and build a relationship with new ones. With a little extra effort, you can turn a one-time shopper into a loyal return customer.

Follow the tips below for creating a memorable customer experience. And above all, use the appeal of your Summer Sale, and your KWI store system, to diligently capture valuable information on shoppers who are new to your store. You will be creating a "gold mine" of data on which you can build an effective Customer Relationship Management program. KWI-CRM excels in promotional programs with a high return on investment.

Here's how you can use exceptional service to create long-term customer loyalty:

1. **Pay Attention**

Do sweat the details. Train your staff to pay attention to customer comments, as they are shopping and at checkout. Let them know you are listening and care about their customer experience. Sydney Barrows of entrepreneur.com recommends a book by top restaurateur Danny Meyer, ***Setting the Table***. He's a master of detail, and his book is "a treasure trove of wonderful business lessons".

2. **Offer Recognition**

Greeting your customers at the door is a welcoming touch - and sound Loss Prevention practice as well. Make sure it's a genuinely warm, friendly greeting; customers will know you are happy to see them. It's flattering, and it's free!

3. **Personalize**

Don't you love it when your coffee shop server knows just how you like it, or your waitperson asks, "The usual?". Everyone appreciates a sense of belonging. If you have regular, frequent customers, keep notes on their preferences and cater to their likes and dislikes at every interaction.

4. **Be Considerate**

Do your store associates come out from behind the counter to hand customers their shopping bags. Does someone accompany them to the door and open it as they're leaving? Do they offer chairs to companions who wait outside the fitting room? Do they ask if the customer needs accessories for the item purchased? All these little touches help to create a great customer experience.

5. **Show Your Appreciation**

Expressing appreciation for your customers with real added value is a great way to rise above the competition. And it doesn't have to eat into your profit margins. Give special customers advance notice of a private pre-sale day for first crack at bargains. Hold an invitational event with a special VIP discount. Offer free gift-wrap or inexpensive gift with purchase. Follow up on purchases with a hand-written thank-you note. Always let them know they are receiving this extra appreciation as a highly valued customer.

For more information on KWI-CRM programs to capture customer information and create a memorable customer experience, contact Jubin Thomas, Manager, CRM Services, at jthomas@kwi.com or (516) 621-2400, ext. 367.

 [back to page 1](#)



Meet the Sales Audit Team



*Standing (from left): Erica Vukov, Robert Haber, Wendy Barnett, Dorothy Ramsey
Seated (from left): Arlene Lovisek, Katie Ann Horrigan, Christine Horrigan*

Retailers process thousands of transactions every day. Providing oversight while keeping things running fast and smooth may seem like an impossible balancing act, but that is the job of the capable Sales Audit team at The Zellman Group, KWI's Loss Prevention division.

Acting as the client's outsourced Sales Audit department, our auditors review all sales media sent in by the individual retail locations. We substantiate transactional compliance, verify and reconcile bank deposits, manage chargebacks and store all media.

From the client's point of view, the process is simple. Clients send their media (paperwork and receipts from the registers) to the Zellman Group to identify areas of non-compliance. An audit is customized to account for the applicable transaction types based on the policies and procedures of each client's unique operation. The sales auditor reviews the daily paperwork and substantiates transactional compliance.

Typical transaction types reviewed include: opening/closeout paperwork, deposit slips, credit card sales, credit card/cash refunds, merchandise credits, gift certificates, employee sales, voids, no sales and paid outs. Scores and results are reported electronically back to the corporate office, providing a fast, secure, accurate and paperless sales audit process.

In addition, the Sales Audit team provides a regular review of each location's compliance with the company's transactional and financial policies and procedures to help maintain consistency across the chain.

If clients have specific procedural inquiries, our auditors provide timely responses, and also proactively offer suggestions to enhance overall performance. Our goal is to make every client feel like they are our only client.

For more information on Loss Prevention services, please contact Kimberly Bloomston, Vice President, Loss Prevention Operations, at kbloomston@zellmangroup.com or (516) 625-0006, ext. 406.

 [back to page 1](#)



On the Right "Kors" for Effective Loss Prevention

MICHAEL KORS

Michael Kors really needs no introduction. This fashion industry juggernaut - who has just won a Lifetime Achievement Award from the Council of Fashion Designers of America - is the leading American fashion designer for luxury accessories and sportswear. Starting his career at a youthful 19, Kors designed and merchandised a collection for Lothar's, a renowned NYC boutique. When his clothes caught the eye of the fashion press, Kors boldly went independent and formed the Michael Kors label in 1981. His first women's collection was launched at legendary retailers like Bergdorf Goodman and Saks Fifth Avenue.

Throughout its growth, the company has stayed true to its initial vision. It reliably produces polished, sleek, sophisticated American sportswear with a jet-set attitude, from women's ready to wear, swimwear and accessories to men's sportswear, tailored clothing, dress shirts and neckwear; plus eyewear and timepieces.

Naturally, in a retailing operation of this size, with 112 locations across the US and Canada, you'd think that Loss Prevention would be a serious concern - and you'd be right. That's why Michael Kors contracted with The Zellman Group, KWI's Loss Prevention division, for services that could cover their broad needs.

Our relationship began in February of 2006 with Investigations and Analytics. Recently, Field Audit and Recovery Services were added. The Zellman Group's Loss Prevention and Operations professionals audit each location, with special oversight in targeted stores identified as higher risk.

If you are not currently protecting your business with a solid Loss Prevention program, or if you're not satisfied with the results, we invite you to take a lesson from the success of the Michael Kors business and give The Zellman Group a call.

For more information on Loss Prevention services, please contact Kimberly Bloomston, Vice President, Loss Prevention Operations, at kbloomston@zellmangroup.com or (516) 625-0006, ext. 406.



This Month's Short Cuts

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



1. KWI Merchant Services Tip of the Month ... from David Drucker and Phyllis Gricco

Summer Refresher Course: Merchant Account Costs

How much does a merchant account cost, and what does it cover?

Typical credit card processing fees could include per transaction fee, batch closing fee, monthly statement fee, and chargeback fee. Additional fees that may apply are application fee, termination fee, account maintenance fee, monthly minimum fee and gateway access fee.

Most business owners generally try to find a merchant payment provider that offers the lowest discount rate. But remember, this fee is just one part of the equation. When researching merchant accounts, you must ask to see a complete breakdown of all fees. Never assume that a fee is waived just because you don't see it expressly written in a proposal.

Please keep in mind that it can be more advantageous to have a higher "rate" rather than a lower one with many additional fees. Do your "math homework" carefully before making a commitment that may have hidden costs. Unlike KWI Merchant Services, most providers do not follow a policy of full disclosure and no hidden fees.

For more information regarding the cost of Merchant Accounts, please contact David Drucker, President, KWI Merchant Services, at ddrucker@kwi.com or (516) 621-2400, ext. 720.

2. CRM Tip of the Month ... from Jubin Thomas, CRM Services Manager

Put More "Green" In Your Pocket!

There's so much attention focused on "going green", and the cost of mailing continues to rise. Don't you think direct mailers would do the easy things to save the trees and a lot of money at the same time? For example, you'd think doing the file hygiene work that eliminates garbage in the mail, saves trees and saves money, would be first on mailers' to-do list.

Yet many retailers with little understanding say, "if there are multiple records at the same address, mail them." The mistaken thought is that several family members are living at the same address and each should get their own copy of the mail piece (like each will hoard the piece from the other). To ensure all living at the same address get the message, the retailer sends an overabundance of mail pieces to the duplicate addresses.

At KWI-CRM, our experience is that this decision creates a loss of around 5% of the mailing over the long run, depending upon the cleanliness of the file at mailing time. In addition to the wasted production and mailing costs, 5% of the trees needed for the mailing are totally wasted. Please ... save the trees, and save your money at the same time!

If you would like to improve your file hygiene program, please contact Jubin Thomas, Manager, CRM Services, at jthomas@kwi.com or (516) 621-2400, ext. 367.

3. LP Tip of the Month ... from Catherine Mulder, Operations Coordinator, The Zellman Group, LLC, a division of KWI

Every Minute Counts: Part One

There's an invisible form of loss that occurs in almost every business - time theft!

Time theft costs American businesses hundreds of billions of dollars each year. This hidden loss results from employees who "steal" from their employers by willfully wasting the hours for which they are paid.

A 2008 survey concluded that the average employee "steals" approximately 54 minutes per day, or 4.5 hours per week, from his/her employer. That's a total of nearly six full work weeks per year, per employee!

Time theft can take many different forms, including:

- Late arrival and/or early departure
- Requesting paid sick days for inappropriate reasons
- Excessive socializing and personal telephone calls
- Using company time and facilities to operate another business
- Taking long lunch hours and breaks

- Slowing down the work pace to create overtime
- Handling personal business at work
- Clocking other employees in early, or out late

Next month, we'll discuss some simple ways to improve productivity and enhance employee commitment to putting in appropriate time and effort. In the meantime, if you wish to take action on Loss Prevention, please give us a call!

For more information on Loss Prevention services, please contact Kimberly Bloomston, Vice President, Loss Prevention Operations, at kbloomston@zellmangroup.com or (516) 625-0006, ext. 406.

 [back to page 1](#)
