

Visual Retail Plus and Pioneer POS Have ‘America’s Kids’ Covered

December 2014 – [Visual Retail Plus](#) (VRP) just keeps on coming out with large state of the art POS installations, incorporating [Pioneer POS touchscreen computers](#) and the full suite of [VRP retail POS software](#) for another rapidly expanding retail chain. Hili Shrem, Director of Business Development at Hackensack, NJ based VRP recently was pleased to reveal another successful installation for America’s Kids, a thriving retail store that sells youth and children clothing, furniture, and accessories. With locations all over the east coast from New York south to Georgia and west to through Pennsylvania and Chicago, America’s Kids was founded in New York City and has expanded to 24 locations in only ten years. Prem Sechan, IT Manager at America’s Kids, said that America’s Kids had a very basic POS solution across their retail locations, and decided they “needed more features than their current solution, including coupons, CRM capabilities, and various reporting enhancements that they never had access to.” From Nike to Carter’s and everything major clothing brand in between including Adidas and Fisher-Price, America’s Kids has everything the entire “modern family” is looking for; now including a POS solution that can respond to any need of a rapidly expanding business.



Prem was happy to say that not only did VRP and Pioneer POS instantly enhance their POS solution, but they “now have a history protocol with customers who have helped us improve our business. We now have different ways of communicating with them, and assisting with any and all of their future needs or requests,” thanks to [VRP’s custom CRM features](#). America’s Kids now monitors and track customers buying habits, sales history, and even birthdays, as well as assign customers credit lines, and adds a fully functioning email marketing tool to reach out to ‘lost customers’ within the VRP CRM system. The VRP CRM features also allows America’s Kids to email or print mailing labels, and combines similar customers buying habits by address and advanced name match to allow for more targeted marketing. Since America’s Kids offers such a wide array of products, the VRP inventory management and reporting features are second to none with the enhanced capabilities and streamlined ease of use with the Pioneer POS S-Line. Profit and loss, purchase order summary, price changes for retail and cost, loss prevention, and inventory changes are just some of the new features America’s Kids was looking to have with their brand new POS solution.

With VRP point-of-sale and multi-store management software, the POS features are essentially endless. In store coupons can be created “by percent, amount, bracketed, and set and support for a variety of coupon rules” for any amount of inventory. A perfect fit for the Pioneer POS S-Line (now also available with the [New Infinity model](#) with a True Flat zero bezel touch, powered by Intel’s 4th Generation Core series) which is ideal for any environment and is a perfect fit when installed with VRP software. With such a compact design and small footprint, the S-Line design generates additional revenue and easily setup, reduces cable clutter, and is the exact major POS upgrade America’s Kids was looking for. Also, the S-Line powers its printer internally eliminating the need for an additional power brick. The printer has a quiet operation, and replacing the paper is easy, no matter what the environment.

A total of almost fifty all-in-one S-Line touchcomputers with integrated EPSON® thermal receipt printers were installed for America’s Kids. Prem continued on to say that they were especially pleased with the Pioneer POS components and the S-Line POS terminals which “exceeded

expectations, especially with the speed.” With upwards of three terminals in any one store across 24 locations, the 15” [Pioneer POS S-Line](#) and [Visual Retail Plus point of sale software](#), Prem concluded that “productivity in point-of-sale and store management definitely increased, especially in starting and finishing a sale. Now customer lines are shorter as well. America’s Kids was up and running in five days including installation, training, and adding items.” As America’s Kids attributes their continued success “to our loyal customers across the country; because there’s no better way to raise your children than with America’s Kids,” Pioneer POS hopes it played a part in bringing even more loyal customers to America’s Kids for future generations.

About Pioneer POS

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turnaround. Pioneer POS sells through qualified technology resellers throughout the US and globally.

About Visual Retail Plus

[Visual Retail Plus](#) is headquartered in Hackensack, NJ, just a stone’s throw away from the commercial center that is New York City. Our friendly, knowledgeable staff supports a national network of dealers and resellers, and provides solutions to overseas customers. Founded in 1991 as Qualisoft Inc., the company that would become Visual Retail Plus initially developed a solution for shoe stores. By working closely with retailers, listening to their needs and solidifying their concerns, the program evolved to encompass many more vertical markets. Thousands of users around the globe trust the robust functionality, ultimate flexibility, and practical interface of the VRP retail POS software to run their business.