# NCR COUNTERPOINT CASE STUDY

## Sam's Italian Deli

Specialty Retail – Food



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– Nick Marziliano, Owner, Sam's Italian Deli

### Run Your Business

Sam's Italian Deli, located in Fresno, California, brings the wines and foods of Southern Italy to the Central Valley of California and beyond, thanks to a high-tech approach to its business that is fueling growth. The business, now in its 32nd year of operation, encompasses a grocery store and wine store; 40-foot deli counter stacked with fresh meats and cheeses; and a robust wholesale food and catering enterprise. Sam's Italian Deli leverages an array of NCR Counterpoint solutions to make the sale—and keep customers returning for more.

Nick Marziliano, owner, researched POS solutions extensively before committing to NCR. According to Mr. Marziliano, NCR Counterpoint tools are a "vital part of our business, optimizing everything from forecasting and purchasing to inventory control."

Mr. Marziliano singles out the NCR Counterpoint solution's ability to strengthen inventory control as especially critical to his business.

Sam's Italian Deli stocks more than 4,000 items, and managers track purchasing and sales closely. "We receive automatic alerts if products have increased or decreased since the last order. That allows us to increase our prices automatically to protect our margins," says Mr. Marziliano.

NCR Smart Alerts enables the business to review total daily sales, average ticket size, number of customers served, and overages or shortages at cash drawers. Mr. Marziliano has also set the solution to alert him if a customer makes a purchase over $150, so that he can walk over, introduce himself, and carry their groceries to their car. That simple act of service enables Mr. Marziliano to learn what his high-value customers are looking for so he can fine-tune his product and service mix.

### Connect with Customers

Sam's Italian Deli implemented NCR Customer Connect in 2011 to execute targeted email marketing for its food and wine business. The company has set up several customer segments, using patrons' buying history and location to focus email marketing campaigns. Sam's Italian Deli sends out food promotions to local residents, wine emails to oenophiles, and specialty promotions to its VIP club. The company targets wine buyers by their preference, such as red, white, vintage, dry fruity, Italian, and Argentinean wines. "Someone who buys a cabernet at $12 won't get an offer for a high-end release at $350. We'll send them emails about cabernets that are $25 and under," says Mr. Marziliano.

The company also uses gift cards to drive repeat business. "Gift cards are huge for us," says Mr. Marziliano. "We sell thousands of cards each year and offer them with a 15% discount around Thanksgiving and Christmas. NCR Counterpoint makes it really easy to track purchases and balances."

### Email Marketing that Delivers

Sam's Italian Deli shared the results of their August 2012 email marketing campaign. Here's success by the numbers:

- 1590 emails sent
- 22% open rate
- $4,000 in additional sales

### Sell Anywhere

Sam's Italian Deli runs a site for its wine business and another for its food and catering business. Previously, staff had to explain all products and pricing to call-in customers. Now, they just direct customers to the website.

"NCR Retail Online has dramatically improved staff productivity for our catering business. Catering calls used to take 20 or 30 minutes; now all of that is handled online. Our customers can review options and process orders themselves," says Mr. Marziliano. The company customized both ecommerce sites to embed key business rules: Wine is only shipped to certain states, catering orders require 18 hours of advance notice, and food is only delivered to certain zipcodes. The POS system automatically updates both sites with new items, price changes, and quantities and downloads online orders every hour.

But the company isn't content to rest on past successes. "We're excited about the new release of NCR Retail Online," says Mr. Marziliano. "We'll be able to provide product reviews and recipes and share links and videos. It will open up so many possibilities."

## Solution Features

NCR Counterpoint Retail Management Systems

- Offer customer loyalty programs
- Track items by individual product, case, or other unit of measure
- Provide integrated weight scales
- Analyze vendor performance
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- Leverage strong ecommerce capabilities to sell on a 24x7 basis
- View inventory across locations
- Offer gift cards
- Maintain detailed customer information
- Reduce fraud by monitoring item images at checkout
- Track sales commissions
- Up-sell merchandise
- See which items sell together
- Pre-plan promotions

**For more information,**
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