Call Perfume (Israel)

Call Perfume selected UPITec's Retail One for its outstanding customer loyalty module

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Customer loyalty is crucial to our business. With Retail One's sophisticated membership club and sales promotion capabilities, managing customer loyalty is easy!

Ron Sharoni, Call Perfume's CEO

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Industry	Call Perfume Ltd. is a leading perfume distributor and retailer, maintaining sales operations via its chain of stores, a call center, and an extensive internet presence.
Employees	16 Retail One users, 22 SAP® Business One users
Reasons for choosing Retail One on platform of SAP Business One	Call Perfume, a SAP Business One user since 2008, saw the need for a sophisticated customer loyalty system, but was dissatisfied with their current implementation. "Our loyalty reward program is very popular with our customers," said Ron Sharoni, Call Perfume's CEO. "But managing the program was difficult – for example, our SAP CRM module wasn't connected to our cash registers and call center – so our sales staff couldn't access customer records in real time." In addition, the company had difficulties managing its inventory, having to spend time and money sorting out inconsistencies in its inventory database. "Our ERP software and inventory modules weren't integrated," explained Mr. Sharoni, "Our stores are relatively small – and since we didn't receive inventory updates until the end of the day, we would often lose sales because an item would be out of stock."
Key benefits	Call Perfume went "live" with UPITec's Retail One deployment at the beginning of 2013. Retail One gives Call Perfume's sales staff a complete and up-to-the-minute picture of each store's inventory. "Each of our stores serves as a warehouse", said Mr. Sharoni, "so if an item is missing from one of our stores, it can be easily transferred from another store. When we receive an internet order, we can notify the nearest store with an in-stock item to make the delivery." With Retail One, you can enter relationships between items in SAP's ERP system, and then use them to offer compelling special promotions at the point-of-sale.
About UPITec Ltd.	UPITec, a business partner of SAP Business One, develops comprehensive IT solutions for retail organizations. UPITec's Retail One platform extends the functionality of Business One to seamlessly support retail and point-of-sale operations. Over 200 customers worldwide have chosen Retail One for its ease-of-use, flexibility, and cost-saving efficiency.

http://www.callperfume.co.il http://www.upitec.com/