

Industry

- [Retail & E-commerce](#)

Customer application

- Hand-held POS device

Solution

- [Mobile & Edge](#)

Product

- [Couchbase Server](#)
- [Couchbase Mobile](#)

Key features

- Embedded database
- Automatic data synchronization

Cloud provider

- [AWS](#)



Since 2001, **Paul Mason Consulting (PMC)** has provided trusted expertise for strategy development, technology transformation, and IT support to over 100 retail organizations around the world. When the British clothing retailer Crew Clothing had to reinvent its in-person shopping experience during COVID-19, PMC partnered with Couchbase on AWS to develop a fully mobile hand-held sales solution that provides full functionality anywhere on the shop floor or in remote pop-ups.

CHALLENGES

- Build a more flexible POS solution that could adapt to modern times and address new challenges
- Rapidly scale a fully mobile solution across a large number of retail locations
- Improve the customer experience to keep customers engaged and happy

OUTCOMES

- Transactions processed with 100% uptime
- 85% of total transactions are processed through the new mobile solution
- Customer experience has vastly improved, and staff turnover has decreased by 22% due to a reduced workload

“By partnering with Couchbase and PMC, we were able to integrate a fully mobile sales solution and remove the fixed point-of-sale setup from our pop-up environments, simplifying the transaction process and creating a true customer-centric experience.”

— **Richard Surman**
Head of IT, Crew Clothing



“Instead of being constrained to a checkout area, our staff can roam the shop floor, engaging with customers and offering immediate purchasing opportunities – from fitting rooms to front of house, or wherever is most convenient for the customer.”

Richard Surman,
Head of IT, Crew Clothing

THE CHALLENGE: SELLING IN A NEW ENVIRONMENT

When retailers had to close their brick-and-mortar stores during the pandemic, many survived by finding new, creative environments to sell their merchandise. Richard Surman, Head of IT at Crew Clothing, began exploring the potential to sell in pop-up locations such as festivals and sporting events. However, in order to be able to effectively and efficiently complete sales in those environments, Crew needed a modern payment solution to replace the traditional single-location point-of-sale (POS) system.

THE SOLUTION: A FULLY MOBILE SALES APP THAT WORKS ANYWHERE, ANYTIME

To replace the outdated POS system, PMC used Couchbase Mobile to build a fully mobile application that could run on hand-held tablets. This solution enabled Crew staff members to service customers with all POS sale functions – including sales, refunds, customer service, and promotions – from any location. Couchbase Mobile allows data to be accessed, processed, and synchronized with or without internet connectivity, which enables a reliable and seamless customer experience anywhere and at any time.

After seeing how successful the mobile POS solution was in pop-up environments, Crew decided to expand the use of the new Couchbase-powered mobile solution to over 100 Crew Clothing stores that were opening back up in the UK. Since deploying the app throughout their in-store locations, it's now used to process 85% of Crew's total transactions. “The speed and accuracy of data processing and sharing in the new solution means that we can support shoppers across the shop floor at every stage of the process, from selling and packing their basket to e-receipts,” explained Surman.



Couchbase + AWS Better Together for

- Versatility
- Performane
- Scalability
- Value
- Global Availability

WHAT'S NEXT?

Given the successful rollout of the new sales solution to the first 100 stores, Crew plans to replace all legacy POS systems in all of their retail locations within a year. The team is also in the process of integrating the application with their gift card partner to enable cash transactions.

Throughout this journey, Crew has already seen multiple benefits from adopting the new solution. In addition to increasing the overall quality of their customer service, the team was able to achieve a 22% reduction in staff turnover thanks to the eased workload that came with a more flexible, adaptable sales solution.

“Thanks to our work with Couchbase and PMC, we were able to deliver a top-performing mobile selling platform that delivers a robust and forward-thinking solution for our business,” said Surman.



At Couchbase, we believe data is at the heart of the enterprise. We empower developers and architects to build, deploy, and run their mission-critical applications. Couchbase delivers a high-performance, flexible and scalable modern database that runs across the data center and any cloud. Many of the world's largest enterprises rely on Couchbase to power the core applications their businesses depend on. For more information, visit www.couchbase.com.