



## Satisfaction Survey for “OK Any Time Markets” Shops

**Open Retail** installation in the 100 shops of the chain

**Open Accounting** installation for accounting monitoring in privately-owned shops

### Quantitative and Qualitative Benefits

- Improving the services provided through faster client service and selling extra services with the same software (All in one).
- Decreasing the time required by human resources to complete the processes.
- Enhancing competitiveness through the faster integration of new processes and market practises, creating competitive advantages.
- Increasing the number of clients by more than 20% thanks to the combined sale of services.
- Improving by 80% the wholesale clients service speed, thanks to the direct issuance of invoices at the cashier.
- Improving stocks management by at least 40% through the processes of inventory and purchases entry, and the wireless mobile devices module.
- Minimizing operators' mistakes by more than 80% thanks to the communication between the software and the bank POS.
- Enhancing the flow of information by 100% thanks to Internet access to shop sales from any device.

The “OK Anytime Markets” chain, as part of constantly developing and improving its services, was looking for a software that could improve the speed of execution for daily tasks in franchise shops, would increase business owners’ flow of information, would expand client service with new services, and would offer the possibility to form and manage the processes using a uniform infrastructure.

The above targets were achieved by installing the Open Retail and Open Accounting software. The result was to install Open Retail in over 100 “OK Anytime Markets” shops and Open Accounting in several of the Group’s companies. Open System Solutions was selected over its competitors because of the excellent cooperation so far, as well as for the benefits resulting from the use of the above software packages and support services.

### **The Benefits**

- Improving the services provided through the faster client service and the addition of extra services on the same software (All in One), such as paying Utilities bills, selling prepaid cards, air time and tickets, issuing vouchers on a thermal printer at the cashier’s (such as invoices & retail receipts), and the direct connection with the bank POS.
- Decreasing the time required by human resources to complete the processes, by exploiting and organizing the sales data provided by the double-entry software system, offering dynamic advantages, such as: shop conformity through the cashier report, the shop cashier balance, stocks and profitability control, speed and information flow in order reception, as well as other innovations included in the software.
- Improving the competitiveness of OK Anytime Markets, in terms of both the application of the above as well as the faster implementation of new processes, using the services of Open System Solutions, which directly integrates market practises in the software, creating competitive advantages.

### **Quantitative and Qualitative Benefits**

There are numerous quantitative and qualitative benefits resulting from the answers provided by the company and shop owners, according to the results of a relevant research:

- Increasing the number of clients by more than 20%, thanks to the integration of the possibility to pay Utilities bills and sell prepaid time.
- Improving by 80% the wholesale clients service speed, thanks to the direct issuance of invoices at the cashier.
- Improving stocks management by at least 40% through the processes of inventory, electronic purchases entry, and the wireless mobile devices module.
- Minimizing operators' mistakes by more than 80% thanks to the direct communication between the software and the bank POS.
- Enhancing information by 100% thanks to Internet access to shop sales from any device.
- Improving the quality of information by 80%, by separating receipts with individual items into different receipts (tickets for means of transport, air time, lottery tickets).

As far as the results from the use of the software are concerned, the users mentioned the following:

- **Very fast and valid client service**
- **Quick closure of shifts, cashiers and Z**
- **Simultaneous operation of multiple cashiers**
- **Added value processes**
- **Simple use of applications**

As regards the problems solved by the use of the software, the replies are summarized as follows:

- **Response by the retail application**
- **Information for the business owner**
- **Easy to use**

Concerning the benefits resulting from the use of the software, the operators mentioned the following:

- **Direct and very fast client service**
- **Fast response to any problems concerning the operation of the application**
- **Integrated information, in real time**

In reply to the question about unresolved problems of the software and/or improvements that would be considered useful, the operators mentioned the following:

- **There are no unresolved problems.**
- **Improvement could be made to the User Interface - this process has already started.**

- **It would also be useful to support the RDBMS by Microsoft (SQL Server) in the future.**

**Other benefits** through the use of the software:

- Reducing the time required by the accounting department by 5% for an accounting department with 10 people
- Decreasing the time required to create accounting records by 3%; respectively, increasing the decision-making speed by 3%

#### **Benefits for the accountant, business owner, operator**

Prompt and valid flow of information throughout the whole business: The **business owner** can take suitable administrative and financial decisions. The **shop manager** can manage the shop's daily operation in a more efficient way. The **accountant** can improve accounting processes through the double-entry system and automations. The operator can easily manage all the software processes and focus on the complete service provided to the final consumer.

Approximately 9.5 million transactions take place per year, and service is provided to 30,000 citizens per day.

#### **Added Value through the Software**

Open System Solutions offers added value to its software and clients by two aspects:

##### **1. “Flexibility and Adaptability VALUE”**

Due to the constant changes in the broader business, financial and technological environment, new elements are added to the software on a daily basis. It is difficult for the program consumers (operators and shop owners) to absorb and integrate these changes. Through the methodology used to integrate the new services in the software and to adjust them according to the shops, maximum flexibility is achieved in the use of software, without requiring special training for changes, thus resulting in added value for the software consumer.

##### **2. “Added VALUE”**

Constant adaptations to the market needs and the continuous addition of practises and services increase the product value on a daily basis with minimal cost. Some of these cases of added value are:

- Quick adaptation to both the group's requirements as well as to the tax provisions, without delays and exorbitant costs.
- Lightweight interface and a system compatible with most old and new (but with limited features) software.
- Live Update for very fast applications upgrade (new features or bugfixes).
- Out-of-the-box information for the business owner from smart devices/the web with a multitude of information.
- Easy exchange of files from both the EDI and any ERP system, etc.

- Easy and fast solution scale-up from a retail shop to a full ERP suite, in order to meet all resources management needs.

All the above add to the reputation of the OK Anytime Markets Brand, which makes sure to provide the network with suitable ways and methods for adding to the value of its shops, through the usability they offer their clients.

As part of a survey on client satisfaction, Open System Solutions created a questionnaire form, in order to collect information on how satisfied the OK Anytime Markets shops are with the use of the software. The results of the relevant research are listed below:

### Questionnaire answers average

Please fill in your answers as percentages (%) wherever required.

1. How much have you increased your clientele by activating the bills payment and air time sales module?

0-20%		20 – 40%	X	40 – 60%		60 – 80%		80 – 100%	
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2. How much has the Internet access to shop sales helped your direct information?

0-20%		20 – 40%		40 – 60%		60 – 80%		80 – 100%	X
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3. How much has the shop stocks management improved by using the inventories and automatic purchases entry which are included in our software?

0-20%		20 – 40%	X	40 – 60%		60 – 80%		80 – 100%	
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4. How much has the speed of wholesale client service improved through the direct issuance of invoices at the cashier?

0-20%		20 – 40%		40 – 60%		60 – 80%		80 – 100%	X
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5. How much have operators' mistakes been minimized by using the direct communication between the software and the bank POS?

0-20%		20 – 40%		40 – 60%		60 – 80%	X	80 – 100%	
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6. How much has the orders and deliveries control process improved by using wireless mobile devices?

0-20%		20 – 40%		40 – 60%		60 – 80%	X	80 – 100%	
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7. How much has the separation of receipts with individual items into different receipts (air time, lottery tickets) helped you?

0-20%		20 – 40%		40 – 60%		60 – 80%		80 – 100%	X
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### **General questions about the software evaluation**

1. Which specific results have you obtained with the use of the software?
  - **Very fast and valid client service**
  - **Added value processes**
  - **Simple use of applications**
  - **Quick closure of shifts, cashiers and Z**
  - **Simultaneous operation of multiple cashiers**
  - **Faster issuance of receipt**
  - **Minimization of mistakes**
2. Which problems have you solved by using the software?
  - **Direct and very fast client service**
  - **Response by the retail application**
  - **Information for the business owner**
  - **Easy to use**
  - **Very fast reboot**
  - **Minimization of computer freezing**
  - **Small database that does not overload the computer**
  - **Detailed description of proceeds**
  - **Very clear idea of the shop's statistics and financial data**
3. Which do you consider as the advantages of the application?
  - **Direct and very fast client service**
  - **Direct and very fast response to potential problems in the operation of the application through remote control**
  - **Quick adaptation of the application to any of the Group's requirements, as well as tax provisions**
  - **Added value offered by integrating operations that are on-par with current trends**
  - **A Lightweight application, compatible with both old and new (but with limited features) software**
  - **Easy and quick (now) possibility for live update through the application, in order to add new features or bugfixes**
  - **Out-of-the-box online information for the business owner from smart devices with a multitude of information**
  - **Easy upgrade from a retail program for a supermarket to a full ERP suite and information for a company, such as monitoring branches, etc.**

### **Comment**

Please mention any unresolved problems of the software and/or improvements that you consider useful.

- **There are no unresolved problems.**
- **Improvement could be made to the User Interface - we understand that this process has already started.**
- **It would also be useful to support the RDBMS by Microsoft (SQL Server) in the future.**

The results originate from a relevant survey carried out by our company, in combination with the EDP system of OK Anytime Markets.