



Epicor Success Story

Morrison True Value Hardware

Hardware retailer improves tracking and visibility with Epicor gift card solution

Company Facts

- ▶ Location: Alpine, Texas
- ▶ Industry: Hardware and home center
- ▶ Number of Locations: 1
- ▶ Web site: www.morrisonhardware.com
- ▶ Co-Op: True Value

True Value®

Success Highlights

Challenges

- ▶ Obsolete paper gift certificates
- ▶ Improve customer satisfaction level

Solutions

- ▶ Epicor® Eagle®
- ▶ Epicor In-Store Gift Card

Benefits

- ▶ Enhanced customer satisfaction
- ▶ Increased accuracy for loyalty redeeming
- ▶ Sales tracking



In the summer of 2009, Morrison True Value Hardware decided to expand its already broad product offerings to include gift cards. Adding the Epicor In-Store Gift Card solution to its existing Epicor Eagle system was easy. "Once we added high-speed credit and debit card processing, the next logical step was to replace our old-fashioned paper gift certificates with a modern gift card solution. It's what customers expect," describes Joey Iniguez, system operator, Morrison True Value Hardware. "The online training course was really helpful. We trained a few cashiers, and they trained the rest. It's very easy to do gift card transactions because Eagle prompts you at every step."

Improve professional image with gift cards

In just a few short months, Morrison's recognized significant benefits, with the most significant being increased customer satisfaction. "With our paper gift certificates, the customer had to wait while a cashier called the bookkeeper who then hand-wrote a gift certificate and carried it to the register. This could take up to ten minutes or more. Now, with our new gift cards, it's instantaneous. No waiting and we look much more professional," continues Iniguez. "Another benefit is that it's a better way for us to issue return credits when the customer has no receipt. We simply give them a gift card for the value of the return. They are happy, and we keep the revenue in the store."

Epicor gift card solution makes it easy

Morrison's also appreciates improved tracking and visibility with the Epicor In-Store Gift Card solution. The paper gift certificates were nearly impossible to track, and today with Epicor, it's easy to pull up a Viewer and see summary and detail information on

gift card transactions. "We now know exactly what we've sold in gift cards and how much has been redeemed. It's a terrific improvement from what we had before," explains Iniguez. "Gift cards are easy to sell, easy for us to transact, and easy to track. Epicor just makes it easy."

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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