L.A. Connection Clothes Itself with Cartwheel Register to Reduce Transaction Costs, Improve Customer Experience

COMPANY PROFILE

NAME
L.A. Connection

INDUSTRY
Clothing, Retail

HEADQUARTERS
Dallas, Texas

STORES
One Boutique

WEBSITE
laconnectiondallas.com

Leslie Vassallo
Owner, L.A. Connection

cartwheel register.

THE SITUATION

L.A. Connection isn't your typical clothing store. Sure, there is a wide variety of women's apparel and accessories on their racks, but their difference-maker is the truly personal experience they provide to each customer, right down to the sales receipts.

Nestled in the Dallas suburbs of University Park and Highland Park, L.A. Connection is a single-store boutique that has created a unique relationship with its clients. They know their regular customers on a first-name basis and they bend over backwards to provide the best service possible, whether it's outfitting customers with items in stock or creating special orders to meet their needs. Leslie Vassallo, owner, says that her store's creativity and customer-centric approach sets them apart.

"We provide our clients with customized service, whether it's the perfect red dress for a special occasion or by naming a special order in their honor, like 'Jan's yellow top'," she said. "We've made it a point to know our customers' individual preferences and build personal relationships with them. And it's an approach that has served us well in our 30 years of business."

Over the years, retail technology has played an increasingly important role in her store experience, but that technology carried a heavy cost burden. Specifically, the credit card swiper that they rented from a major payment processor, along with the tiered transaction fee structure that came with it, led to monthly expenses exceeding $1,000-$1,400 per month.

"It became really expensive to accept credit cards, which has become the most common payment method today," Vassallo said. "So we kept our eyes and ears open for an alternative solution. When Tantrum Street came knocking with their Cartwheel Register product, it seemed like a really good fit--and really good timing too."

THE SOLUTION

Cartwheel Register is a free mobile app that helps small businesses instantly accept credit, debit and cash transactions, while simplifying their operations.

From front-end processes such as barcode scanning and checkout to back-end functions like inventory management and detailed reports and analytics, Cartwheel Register provides a complete store solution in one simple app. No

extra hardware—not even a credit card swiper—is required. Simply use the smartphone or tablet's camera to read credit and debit card information.

Cartwheel Register also offers businesses an industry-first single rate of 2.6% + $0.24 for each and every card-based transaction, with no long-term contracts, no cancellation fees and no asterisks.

By combining Tantrum Street's patent-pending number reading technology with its triple tokenization and encryption methods, all transactions are secure. No card data is ever stored on the device—making any user instantly PCI compliant.

THE BENEFITS

To-date, L.A. Connection has experienced multiple benefits from Cartwheel Register, including:

Enhanced Store Experience

Vassallo and her team deployed Cartwheel Register on an iPad that they can easily use anywhere in the store to take orders and accept payments. It's been particularly helpful when customers are in a rush.

"One of the best things about Cartwheel Register is that if a customer is in a hurry, you can walk around with them and enter all items into the system while they shop," said Vassallo. "When they are ready to check out, you're already done and all you have to do is email them a receipt or print one, and they're out the door."

Better Inventory Tracking

Vassallo also says that inventory tracking and management is better with the features and daily reports built into the free mobile checkout app.

"We like the item management capabilities in Cartwheel Register," she said. "It helps us keep track of what we sold, and it also enables us to easily and quickly look up previous orders when needed."

"I really like the daily digest email that Cartwheel Register provides each evening, giving an overview of sales activities that day," Vassallo added. "It helps me see sales trends, and if our store had a rush of customers at any given time. I can also see top selling items, as well as the bottom-dwellers for any given day. It really helps me get closer to my business."

Reduced Transaction Costs

Cartwheel Register has also reduced L.A. Connection's transaction costs by more than two-thirds because they don't have to lease equipment anymore, and because Tantrum Street's single, flat transaction fee brings consistency to their checkout experience—no matter what card is used.

"The cost now is so minimal compared to our old setup with the traditional card reader that I hardly notice it at the end of the month," she said. "It's less than a third of the cost, which is huge for a boutique like ours."

"I've been in business for 30 years and we've used at least three other processors. Cartwheel Register is just smarter and easier," she added.