



Wacom LCD signature tablets for use in Retail

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- GRT Jewelers

The User

Founded by G Rajendran in 1964, the GRT Group runs various businesses in hospitality, agriculture, education, trading and non-conventional power. Part of the prestigious GRT Group is GRT Jewelers, a reputable retail chain in South India that has obtained several international accolades, and offers quality gold ornaments and other jewelry to its privileged customers. GRT Jewelers represents one of the Group's most profitable business ventures. It has 11 branches in Tamil Nadu and 4 in Chennai, both employing over 5000 staff. It handles over 2000 customers per day. Their unique selling points lie in the purity of their gold, a diverse range of jewelry ornaments, a hassle-free shopping experience and an innovative jewelry saving scheme – which allows customers to deposit smaller amounts of money to buy gold, making gold ownership accessible to the not-so-rich.

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The Challenge

The challenge was to serve the perennially heavy daily customer volume as accurately and quickly as possible. A major issue that

created very long processing times and massive amounts of paperwork was the opening and closing of the individual's gold account. Every customer had to sign on and off with every transaction. Variations in the signature voided the form, which needed once more to be filled again.



The Solution

The system process was simple: to accurately capture a customer's signature when he opened and closed his gold account. Signature accuracy was of prime importance, as it was the only and surest form of individual authentication for large volumes of people. The STU-500 provided instant visualization of a customer's signature.



Soon, all GRT Jewelers branches were automated with Wacom LCD signature tablets. This marked a turning point in eradicating the company's main problem – long customer queues and a jammed backend due to manual signature processes and massive paperwork.



The Benefits

After automation, positive customer experience increased tremendously. Customers felt there was no difference from signing on paper. The compact design also made it easier to use on smaller counters.



An estimated 90% of time was saved on backend operations. The staff was now less stressed, leading to increased productivity. Elimination of manual interventions resulted in manpower allocation becoming more flexible. More staff could be mobilized during peak periods, especially at front-line counters. This translated to increased customer business volume and greater customer satisfaction.

For GRT Jewelers, Wacom's LCD signature tablets represented a wild card in the company's process development. It allowed the company to develop a new competitive edge, taking it beyond the traditional manual mode to an electronic one. For GRT Jewelers, thanks to the STU-500, business couldn't be any better.