

# Case Study – CLIC Sargent, Charity Shop

## Retail Gift Aid Claim, Improved Shop Management and Accurate Reporting

CLIC Sargent have found improved control, easier lives for shop managers and volunteers, huge time savings and better management of bought in stock as Kudos' software is rolled out across their 28 shops.

### Kudos proved to be the right choice for Jeremy Lune, CLIC Sargent's Retail Manager



Jeremy and his team chose Kudos from a short list of half a dozen or so till systems, all supposedly filling the same brief. Kudos' priority was day to day shop operation; others stressed their reporting functions and features. "Kudos had understood our first requirement – dealing with people frightened of computers. This had been our first challenge and they addressed it right from the start. We worked with them to achieve a solution which would meet our requirements, like reclaiming the Gift Aid on donated items which will earn us so much more for very little extra effort. The Gift Aid card has had an added benefit in that we now know who our shop supporters are and can reach them." The second determining factor was that "Kudos was very competitive on cost – a necessary requirement both for our sector and in these very

difficult times. We can't be seen to be spending money unnecessarily when it has come from donations."

Bob Powley, Head of IT for CLIC Sargent, said that the response to the new till system has been unusually positive – mostly we find our volunteers don't like change, but they have got the hang of it all very quickly, and our shop managers find that communication with Head Office is both easier and quicker. Although most till systems can produce reports, the fact that the Kudos till system collates all the data automatically, means that communication between the shops and Head Office is effortless, and the people in merchandising can keep an eye on what's selling and make more informed decisions.

### How did it work in practise?

At CLIC Sargent's Saltash shop Chris Peters, the Store Manager, says that after a few initial hiccoughs, having the touch screen till with the large format buttons has led to far fewer keying mistakes. At first the often elderly volunteers were worried about the touch screen but Anya, her assistant, had the bright idea of issuing them all with rubber tipped pencils which means that they are all much more accurate when using the touch screen. They don't think of it as a computer, just a very clever till. Chris says that the end of day report is a big help to her as it puts all the sales automatically into categories. Previously she spent ages after the shop had shut, correcting mistakes, manually filling in reports and putting sales in the right columns. The time she saves is a real bonus as it is a very busy shop and there are plenty of other jobs to do.



**So, CLIC Sargent's volunteers, managers, head office staff and strategic decision makers in the charity sector are all finding life improved and costs saved by Kudos. Add to that a projected gain from Retail Gift Aid of £100,000 per annum from the same shops and it looks as if CLIC Sargent made the right choice.**

Kudos Software Ltd  
Tel: +44 (0) 1548 843586  
[sales@kudos-software.co.uk](mailto:sales@kudos-software.co.uk)  
[www.kudos-software.co.uk/charities](http://www.kudos-software.co.uk/charities)