

Case Study – Isabel Hospice Retail

Swift EPoS installation and RGA collection within weeks.

Isabel Hospice approached Kudos in October 2010, first installation went live in January 2011 and completed roll out to all their shops in March 2011. They were gathering Gift Aid data and donor names from when the first shop went live in the early January rollout.

In June 2011, with 15 shops fully installed, Terry Myers, Isabel's Project and Training Consultant said, *"Its early days for us yet, however after an incredibly conservative projection, we will have paid for the cost of the tills 11 times over in the space of just 5 years. For us it's a 'no-brainer' really!"*



Isabel Hospice, in Welwyn Garden City, was founded in 1982 inspired by Isabel Last who herself had cancer; it offers a complete cancer support service which is free to patients and their families. Their fund raising need is £3.5 million a year. With its successful chain of shops established across the area, Isabel Hospice reviewed progress and evaluated next steps. Their decision was to seek an EPoS infrastructure which could also boost income growth through Retail Gift Aid and CRM. Terry said, *"We looked at various other suppliers based on what other local hospices and charities were doing, taking about 2 months to do this. We came across Kudos after speaking to one of their customers based in Bristol. What attracted us initially was how Kudos understood our volunteer base"*.

The decision to assign and empower a single project manager from the outset ensured good liaison with all involved, and proved a key element in their success in delivering the project within budget and timescales. Terry said, *"The Installation went very smoothly. We installed all tills at once in our head office then took the till to the shop as and when it went 'live'. Support while this happened was excellent"*. Training is offered as part of the installation service, and they decided to employ Kudos' proven method employing a mentoring system. They've also made use of Kudos' on-line training service where specific issues can be addressed and anyone can 'sit in' and ask questions.

Nick Walker, Customer Service Director at Kudos said, *"The team at Isabel's Hospice were a joy to work with and their successful installation is a real tribute to the thought and preparation they put in"*.

And the result for Isabel Hospice?



Terry reported, *"The Kudos system is now working brilliantly; we even have a 90yr old volunteer using the till quite happily on her own with no support. It's that easy. Ina (pictured) said when asked, 'I must admit, I didn't like the idea of the new till to begin with, but after our training, which was really good, I really enjoy using it. They can't get me off it sometimes!' And our Gift Aid collection is also making the volunteers happy as they know that we are generating more money for the Hospice."*

Key Learnings:

- Combined EPOS & Gift Aid works for volunteers and staff
- Good liaison and positive project direction pays dividends
- Solid training and ongoing support speeds payback

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