

New SMS service for retailers launched by Reckon

Australian software specialist Reckon has today launched a new SMS service for retailers that the company says will help businesses improve client retention and reduce time spent following up client appointments.

The new Reckon SMS service is one of the standout new features now offered with the recently released Reckon Retail Point of Sale 2012/13 software, a solution that seamlessly integrates with QuickBooks to provide efficient point-of-sale management. Reckon says the new messaging service helps automate business processes and reduce costs involved with managing clients.

"Small businesses managing appointments want to reduce the chance of clients not showing up and are often too stretched for time to be following up appointments; this new SMS service is being offered to make this easier," says Gerald Chait, Reckon's Group General Manager, Marketing.

"Text messaging is a simple technology, and one that we are all familiar with. By providing this technology to retailers, they can now have an advantage over their competitors."

The new messaging service ties in with the Reckon Retail Point of Sale software Appointment Manager tool which was introduced last year. Once signed up to use the Reckon SMS service, retailers can choose to have the messages sent automatically or sent manually when creating a new client appointment.

Reckon says while their retail software has traditionally attracted stores with many product lines, such as clothing and giftware stores, the Appointment Manager tool and the introduction of the Reckon SMS service, are providing compelling benefits to service businesses as well.

Tim Coop from TCI Professional Services in Victoria has a number of clients using Reckon Retail Point of Sale software and says the new messaging service will be worthwhile for many types of businesses that take reservations.

"I'm very excited about the new Reckon Retail POS features this year. The ability to SMS customers for appointments is fantastic news for restaurateurs, as well as medical and other health practices whose businesses rely on bookings or appointments. My other favourite addition this year is the new waitlist feature," says Coop.

A new customer waitlist tool has also been added to the latest release of Reckon Retail Point of Sale 2012/13 software. Integrated with the Appointment Manager, the new waitlist feature gives businesses the ability to put customers on a list when no appointments are available; Reckon says this will help fill cancellations, improve customer service and reduce the chance of people queuing outside the premises, particularly for a busy doctor's surgery or a restaurant.

"For a busy restaurant the waitlist feature makes it simple to take the customer details and give them the opportunity to comfortably wait in a designated area, such as a bar. Plus, now with the Reckon SMS service, retailers can now send an SMS to clients on a waitlist once a spot is available," says Chait.

New features included the Reckon Retail Point of Sale 2012/13 software release are:

- SMS capability in the Appointment Manager by signing up to the Reckon SMS service
- The customer waitlist tool now also offered in the Appointment Manager
- An enhanced customisable touch-screen layout that improves how touch screen buttons are aligned

- And enhancements to the Graphical Table Manager that makes it possible to customise images and have a visual representation where notes and held transactions exist

The Reckon Retail Point of Sale 2012/13 software range includes Reckon Retail Point of Sale Lite, Reckon Retail Point of Sale Professional and Reckon Retail Point of Sale Enterprise, as well as the Reckon Retail Point of Sale Starter Kit. The Appointment Manager and Table Manager features are available in the Reckon Retail Point of Sale Professional and Enterprise versions.

Reckon Retail Point of Sale Professional 2012/13 software costs \$435 per year. To use the new Reckon SMS service users need to sign-up online and purchase a bundle of SMS credits; bundles start at \$10. For more details visit www.reckon.com.au/pos

Editor's note: Screenshots of the new features in Reckon Retail Point of Sale 2012/13 are available by contacting Reckon's PR Executive (details below).

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