



SOC13TY proclaimed Unisoft supplier of the year

SOC13TY, former name The Society Shop, is one of the Dutch most well-known store chains. The shops are established all over the Netherlands and recently also in Germany. Mostly the stores are located in the centre in characteristic buildings. SOC13TY is a label with a high quality image. Expertise, 24 hours service and custom-made cloths are words to which SOC13TY attaches great value.

Quality product insufficient

SOC13TY found out itself that a quality product alone is not sufficient to survive. You have to know your customers, to approach them in a very active way and to spoil them in the store. To do that in an efficient way you need an automatized store information system.

Society Shops in no time automatized

SOC13TY had been automatized within 1,5 years under guidance of Frans Groenendijk. Frans Groenendijk explains: "Before I start working at SOC13TY, the company had been automatized, but it did not function well. Systems were not connected with each other. For example we had to make total reviews in spreadsheets which we had designed ourselves. In consultation with the managing directors we started working with Unisoft and everything is being replaced. With Unisoft I automatized all the 500 stores of Zeeman textielSupers during my tenure at Zeeman's. It took us only one year to automatize 20 stores of SOC13TY. A rapid tempo.

The success of automation of SOC13TY

We found out ourselves what store automation means. It is the difference between profit and loss. Knowing the customer is the most important thing. We register all the details of each customer. Not only the purchase behaviour, but also personal details like wristbands sizes, length and width sizes. The new software enables us to send segmented mailings to branches. It turned out that this approach doubled the sales in some stores".

Supplier of the year

We experience the relationship with Unisoft as very positive. "Like SOC13TY, Unisoft treats the customer like king. They are personal, they are there day and night, they understand problems and wishes and meet requirements very punctually." Frans continues: "It should be a normal way, but it often does not go this way. That is why we proclaimed them supplier of the year in 2001."