



# NATIONAL RETAILER AUTOMATES CREDIT APPLICATIONS, ENHANCING CHECKOUT EXPERIENCE

## SECURE CREDIT APPLICATION PROCESS



Rooms To Go, America's #1 Independent Furniture Retailer, implements a paperless, instant and secure credit application and approval process, thanks to Intellicheck Mobilisa, Inc. and Motorola.

### ORGANIZATION OVERVIEW:

Rooms To Go is a retailer on the rise. A progressive company, one of the keys to the furniture chain's success is using technology to improve efficiency and drive profitability. The DS6707 bar code scanners from Motorola used in conjunction with Intellicheck Mobilisa's ID-Check technology have enabled the company to do just that. "The sales associate will be able to offer a better overall sales experience and never has to leave the customer's side during the credit process. Credit approval is virtually instant and eliminates transcription errors and identity theft related to hand-written applications," says Rick Brown, director of IT/MIS Services at Rooms To Go.

### CUSTOMER PROFILE

#### Company

- Rooms To Go,  
173 stores nationwide;  
11 stores in Puerto Rico

#### Industry

- Retail

#### Key Benefits

- Simple, effective and secure credit application process
- Eliminates transcription errors and identity theft related to hand-written applications
- Eliminates paper application process and provides instant credit approval
- Enhances sales experience among shoppers

#### Solution

- ID-Check Technology: Intellicheck Mobilisa, Inc.
- DS6707 2D Imager Bar Code Scanner: Motorola
- Auto-Credit Application: Rooms To Go

## THE CHALLENGE

A growing company faced with an economic downturn, Rooms To Go needed a way to improve the efficiency of its staff and the security of its credit application process—all while continuing to deliver outstanding customer service and maintaining its competitive edge.

When asked about the challenges associated with the store's former credit application process, Rick Brown, director of IT/MIS Services at Rooms To Go said, "Slow, inefficient and laden with manual process sum it up." Steve Williams, CEO of Intellicheck Mobilisa, Inc. adds, "If you're still using paper to do credit apps, you're going to get left behind. It's just too cumbersome." Rooms To Go sought a solution that would allow it to move away from its manual application process to better protect customer data, eliminate redundancies and free up the staff's time spent on administrative duties to focus on customers.

## THE SOLUTION

Motorola's DS6707 2D imager bar code scanner for driver's license parsing, and Intellicheck Mobilisa's ID-Check technology integrated with an auto-credit application written by Rooms To Go.

Understanding the operational challenges Rooms To Go was facing, the solution Motorola provided in conjunction with Intellicheck Mobilisa made significant improvements to the chain's credit application process. "Being able to quickly fill out the application at a POS workstation has been a boon to the sales process and has helped address all of the weaknesses of the original paper application," says Brown.

Rooms To Go's staff members—and customers—have felt the benefits of the new system. No longer does the sales associate need to leave customers while they complete the application, improving customer service. Office personnel are no longer required to hand-key application information, and lastly, the company no longer needs to be concerned with shipping the paper applications off-site for review, storage and ultimately secure destruction. From a customer perspective, the process is faster and more secure. The application can be completed within minutes, and submitted directly from the sales floor. By capturing sensitive data electronically, such as a customer's social security number and name, Rooms To Go eliminates hard copies and enables its staff to better manage the process.

**"This is one of the few worry-free devices we have deployed. I can honestly say that I am not aware of a single repair to date ... the quality has been excellent."**

Rick Brown  
Director of IT/MIS Services  
Rooms To Go

## THE RESULTS

Rooms To Go improves the efficiency of its internal workflow as well as the security of its credit application process, saving money along the way.

"The new process is far greener, less expensive and provides a clearer document for anyone who may need to review it in a timely manner," Brown said. In terms of ROI, Brown shared, "We had initially calculated ROI at 14 months. We have now seen additional benefits that would amount to a much quicker ROI of less than 12 months per store, and approximately 250% ROI over five years." Brown made it clear that while ROI is based on tangible savings, such as lowering labor hours, other factors that may be hard to put a number on, such as added security, have also been drivers behind the project. He also added that the new approach has made it easier and faster for the company to onboard a new finance company.

Williams was not surprised to hear these results. Another retailer Intellicheck Mobilisa works with that implemented a similar solution experienced more credit applications in seven days than it had in the previous six months. Says Williams, "It's a big ROI for retailers when they increase their credit apps—and they increase efficiency and security as well."

## IT ALL BEGAN WITH A GREAT PARTNERSHIP

Having embraced a mobile workforce, Rooms To Go is no stranger to Motorola solutions; the company uses the MC9000 series of portable devices for inventory management. It also uses other company technologies to improve efficiency, such as tablets in its delivery operation as well as laptops with its field services. Rooms To Go relies on Motorola and Intellicheck Mobilisa as its partners to offer fresh ideas to help solve problems, but the company is tech-savvy itself.

## CASE STUDY ROOMS TO GO

"A lot of customers struggle with understanding technology, but Rooms To Go pursued us," Williams says. When shopping for the current solution Brown admits, "We looked at some other software partners, as well as hardware solutions, but in the end, none offered the same complete market-leading solution that Motorola and Intellicheck offered. The calculated ROI was a help in reaching a decision, but for us, many of the things we could not get a good number on—better customer service, added security of personal data—helped push the solution."

### SEAMLESS INTEGRATION AND EASE OF USE WINS OVER STAFF

Rooms To Go is nearly finished with the rollout of the new solution, and on average, eight DS6707 bar code scanners are used in each location. An intuitive device, after the initial 45-minute training session, employees simply "got it." Additionally, the way the solution was incorporated into the stores' POS workstations helped make the transition seamless to the sales associate. "Employees have embraced this technology since day one," says Brown. "When you can free someone of a monotonous task and empower them to better serve the customer, you have a happier employee—and customer."

### A "GREENER" COMPANY—AND OTHER UNEXPECTED BENEFITS

Eliminating paper credit applications helps Rooms To Go keep in line with its green initiatives. It no longer has to ship—and store—paper applications. Additionally, the company can do away with the large and expensive photocopiers at locations where the solution has been

deployed, as their main purpose was to make copies of IDs. "With the DS6707 scanner used to scan the date on the ID, we can now simply take a picture at the POS station during the credit application process," Brown explains.

### FUTURE TECHNOLOGIES PAVE THE WAY FOR EVEN GREATER EFFICIENCIES

With the DS6707 bar code scanner, Rooms To Go can do things with bar code scanning that weren't possible before. They've even begun integrating 2D barcodes in their marketing materials. And that's just the beginning. "More processes are being developed around this existing solution," according to Brown. The company is looking into incorporating the use of the imager scanners into the customer pickup process at Rooms To Go outlet stores and distribution centers. By scanning ID information versus manual transcription, no "loading slip" (the receipt for the pickup) needs to be printed or filed, and employees can recover these documents instantly.

"We're always working on ways to incorporate technology to increase revenue and improve efficiency at Rooms To Go," reports Brown. The company is investigating mobile POS and keeping close tabs on the developments in that area. Rooms To Go's progressive approach is sure to serve it well in the long run. "Based on the demands we see in IT, there is no other way to maintain a competitive edge. We see problems as opportunities. The main goal is to keep our 184 stores running with optimal staff and implement new technologies—while keeping the existing infrastructure running efficiently," says Brown.



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**CASE STUDY**  
ROOMS TO GO

**ABOUT OUR PARTNER**

**Intellicheck Mobilisa, Inc.**

Intellicheck Mobilisa, Inc. is a leading technology company in developing and marketing wireless technology and identity systems for various applications including: mobile and handheld wireless devices for the government, military and commercial markets.

ID-Check is patented technology that instantly reads, analyzes and verifies encoded data in magnetic stripes and bar codes on government-issued IDs from U.S. and Canadian jurisdictions for the financial, hospitality and retail markets.

For more information on how Motorola's retail solutions can improve your business operations, please visit us on the web at [www.motorolasolutions.com/retail](http://www.motorolasolutions.com/retail). For additional product information visit: [www.motorola.com/ds6708d1](http://www.motorola.com/ds6708d1)

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