

Mothercare goes online to generate multi-lingua point of sale

As Mothercare further develops the international side of its business, the company has made it easier for its overseas franchisees to create and print marketing material and price tickets locally by adopting the web-based NetTickIT signage and ticketing solution from Pierhouse.

A multi-lingual version of NetTickIT accommodates any number of translations, which can then be incorporated automatically into the marketing templates to ensure brand compliance. A set of reporting tools is also included so that Mothercare in the UK has full visibility, and control, of what is being produced. All 51 countries in which Mothercare is represented, including Pakistan, Kuwait, India, Taiwan, Jordan, Slovakia, Estonia and Spain, have access to NetTickIT and many are already benefiting from the advantages of the system.

“With everything available on line it is far easier to create the point of sale in the first instance and the solution has been designed so that staff can easily work on different language templates at the same time,” says Emma Saunter, international marketing manager, Mothercare and Early Learning Centre. “Once a new piece of collateral is produced it is saved in the system so that it can be reused and we avoid duplication and also errors. Previously information was supplied on discs and held locally so if information was lost it had to be re-created; now staff simply log on and retrieve it from the main system.

“As we grow both the number of overseas outlets and countries in which we are represented it was important to find a solution that was scalable and flexible as well as allowing us to have business critical information held in the UK.” Previously country hubs created and printed the POS distributed it to the relevant shops. However, individual stores can now log on and print their requirements in-house.

“As more UK retailers are looking to develop their international operations as domestic business toughens, it was important for us to develop NetTickIT as a powerful single data source for all in-store marketing communications regardless of output device, geographic location, language or currency,” explains Malcolm Wicks, Marketing Director, Pierhouse.

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