Mid-America Wireless and iQmetrix: A Great Fit for Success

When it came to choosing a new point-of-sale software provider, Gary Wilbers, CEO of Mid-America Wireless, realized that in order to expand as a company they needed a more advanced solution. "We knew we needed a point-of-sale vendor that would be willing to grow and change with the industry."

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Gary Wilbers, CEO of Mid-America Wireless

After attending the 2005 iQmetrix Wireless Summit, Wilbers was basically convinced. "We were impressed at how aggressive and proactive iQmetrix was at the Summit," he says. "They've been that way since we came on board and that is what we really want in a point-of-sale vendor."

In its ongoing mission to create great retail experiences, iQmetrix combines innovation with product development to deliver new features to clients. With a strong emphasis on customer feedback, industry trends and operational needs, iQmetrix works hard to keep its solutions on the leading edge.

Six years later, Mid-America Wireless is still running on RQ4 – iQmetrix provides the necessary tools for the company to be successful and achieve its business goals.

Mid-America Wireless at a glance:

- Mid-America Wireless entered the wireless retail industry in 1990.

- In the beginning, all retail management processes were manual, via paper invoicing

- The company made the switch to RQ4 in January of 2006 and has never looked back.

- With over 20 years of experience in the Wireless Industry and 10 locations across central Missouri. Mid-America takes pride in being a locally owned and community involved company that is there for their guests before and after the sale.

- *On Jan. 1, 2013, Mid-America Wireless was acquired by fellow RQ4 user Red Skye Wireless, a key player in the Midwest wireless market. Red Skye is based in St. Louis, Mo.*

The Complete Solution

With so many dimensions to running a successful business, it was important for Mid-America to access to centralized inventory and reporting data.

RQ4 allowed Mid-America to view key data across all locations, or drill down to specific locations to see how they are performing based on sales margins, employee sales productivity and accessory attachment rates. With that information, management could improve on those efficiencies and make decisions based on what was working.

"One of the things that becomes important as you grow is having accurate reporting data," says Wilbers.

Analyzing and Understanding Your Wireless Business

Mid-America uses RQ4 reporting to examine all aspects of its business, from sales and inventory metrics to CRM, human resources to vendor rebate information. With the addition of Business Intelligence, staff can generate more in-depth reports and reveal more actionable data.

With daily insight into this information, Mid-America is able to "coach to the improvement" and provide employees with feedback for improving sales metrics and increasing accessory attachments.

As a result of this approach, management has coached its staff to an average of 4.63 items per invoice, over 1.5 items over the national median for dealers of their size.

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About Mid-America Wireless

With over 20 years of experience in the Wireless Industry and 10 locations across central Missouri, Mid-America takes pride in being a locally owned and community involved company that is there for their guests before and after the sale. With this strategy in mind, Mid-America have been able to achieve a Profit Per Location that is nearly 60% higher than the overall national median and is 54% higher than the national median for dealers of comparable size.