

T² Wireless Sees 'The Big Picture' with RQ4

Tate Fisher and Todd Nutsch founded T² Wireless (pronounced "T-squared Wireless") in 2004 with the goal of treating customers how they themselves would want to be treated. Today, as a Verizon Wireless Premium Retailer, T² Wireless has flourished, operating 17 locations across the state of Kansas.

” For employees to be able to see inventory, pricing, costs, scheduling – and see what their co-workers are doing – has been a benefit, not a limitation.

Stan Fisher, Director of Leadership Development, T² Wireless

T² Wireless did not, however, start out using iQmetrix software to manage its business when it grew from 2 locations up to 5 locations. But as the company added locations, something clicked.

“Store number-five came along with the immediate realization that our software at the time was sorely inadequate at running multiple stores,” recalls Tate, T² Wireless’ Chief Financial Officer. “We started looking at the RQ4 system and we were impressed with the real-time reporting and operational features. So we decided to make the transition.”

T² Wireless at a Glance

- Tate Fisher and Todd Nutsch founded T² Wireless in 2004.
- RQ4 helped T² Wireless grow from 5 locations to 17 locations across the state of Kansas.
- 2008: T² Wireless goes live with RQ4. The new system helps the company undergo a cultural shift: employees can now see everything, from inventory to pricing, to costs and scheduling. The transparency helps to motivate staff to perform better.
- 2011: Eventually T² Wireless’ operations became “built around RQ4.” Instant access to key information has become the backbone of the business.
- RQ4 has helped sales staff improve the customer experience. By generating activities, staff can track what’s going on with customers and ensure their satisfaction.
- ProtectCell handset protection, with its smooth integration in the RQ4’s Phone Activation Wizard, has made it easy for salespeople to add insurance to newly activated phones at the point of sale.
- As margins in wireless retail shrink, the need for independent dealers to operate more efficiently (with instant access to key data) goes up, says Tate.

A Cultural Shift: Sharing Business Data with Employees

T² Wireless went live with RQ4 in March 2008. Stan Fisher, T² Wireless' Director of Leadership Development, says giving employees access to cost, pricing and profit reporting via RQ4 allowed the company to realize its growth potential.



"Total exposure for everybody has been a huge benefit for us," he says. "Our employees know everything. We don't hide anything because we believe they function better when they get to know what their profit is – we can't survive if they don't. They get paid on profit."

T² Wireless uses RQ4 to set monthly goals for employees, for locations and for the entire company. All employees are able to track progress daily, in real time, location by location. **"For them to be able to see inventory, pricing, costs, scheduling – and see what their co-workers are doing – has been a benefit, not a limitation,"** Stan says.

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Tate Fisher, CFO, T² Wireless

"And to be able to look at a location specifically and then be able to expand up to view the whole company, to me, is the beauty of being able to see the big picture and being able to move the business forward from here."

Information to Make Faster Decisions

Tate says that the initial motivation to shift to RQ4 was to improve inventory management. "We wanted to transfer inventory between stores. We wanted to be able to see if an item is in stock across town and have that immediate visibility into the operations of the store, on a daily basis, so that we could gain those efficiencies. We no longer wanted to call and ask, 'Hey do you have one of these in stock that I could sell to a customer over here?'"

Other features, such as employee schedule management, quickly became useful. “We found that a lot of the non-POS features were helping us make the operational changes we were seeking at the time,” Tate adds.

It eventually got to the point where T² Wireless became built around RQ4. “Our operations and our processes, and how we do business, are built around the features and functionality RQ4,” Tate says.

“Now, I cannot imagine life without RQ4. I don’t know how we would make good decisions, make timely decisions. **I think, at this point, we’re so used to having access to good information quickly, that it makes it so hard – I literally cannot wrap my brain around how we would operate our business without it.**”

Access to timely information has transformed T² Wireless. Employees can view up-to-the-minute details – on profitability, on what’s being sold, and at which locations – which allow them to move quickly and respond to customers’ needs.

Information to Improve the Customer Experience

According to Mandy McCoy, a District Lead for T² Wireless, RQ4’s activity system makes a significant impact with customers.

” The next time that customer comes into the store, we have a record of his or her previous visits and they really appreciate that. RQ4 allows us to add that personal touch to the customer experience.

Mandy McCoy, District Lead, T² Wireless

“It’s so much easier to deliver good customer service with the ability to make an activity in RQ4,” she says. “If a customer comes in and they have an issue, we can write up an activity and let other employees know what’s going on with that customer. **The next time that customer comes into the store, we have a record of his or her previous visits and they really appreciate that. RQ4 allows us to add that personal touch to the customer experience.**”

Tate says T² Wireless generates over 100 new activities a day. “It’s ingrained in our culture, for store reps to track activities and track what’s going on with customers – to improve customers’ experience.

“I remember when some of our very first reps discovered the power of activities. They were amazed. And today, I don’t think we have a rep that doesn’t use activities. But it’s something you have to create as a culture. It’s not something that just happens automatically.”

ProtectCell's Impact at T² Wireless

In 2010, T² Wireless launched ProtectCell with RQ4. The partner offering has been a success.



“As it stands today, ProtectCell now makes up about 5 percent of our company’s gross profit,” says Tate. **“I really believe a**

huge part that success has been the ease of use at the point of sale and the ability for our salespeople to avoid having to log into 13 different systems. Our industry is complicated enough, having to deal with the carrier’s system and our own system, so if staff were required to log into an additional system to sell another product or service, I don’t think it would be nearly as successful as the ProtectCell integration has been for us.

“I really feel like a big part of our success with ProtectCell as a product offering has been its smooth integration in the Phone Activation Wizard.”

The RQ4 Advantage, for the Indirect Channel

“I think as a whole, our industry, the wireless industry, is in the commodity phase of the marketplace,” says Tate. For years, profit margins in wireless were so great that retailers could make a lot of money without having good business practices. The gross profit was just there, for them to be able to overcome those mistakes.”

Today, that’s not the case, he says. Profit margins continue to shrink as wireless phones become more of a commodity and less of specialty item.

“As it becomes more competitive and as some of the big-box retailers and national distribution retailers enter our markets, we as an agent in the indirect channel have to be better. This includes being better than major, national big-box retailers. And in order for us to operate on those thinner profit margins, we need to make better decisions, quicker and we need to make fewer mistakes.”

Tate says having that agility is the only way independent retailers will survive in this business climate. “There’s absolutely no way we could have that without the access to information that RQ4 gives us, as instantly as it gives it to us.”