

# Vittorio Menswear and Tuxedo Increases Customer Satisfaction with Star Micronics and AllReceipts™



Vittorio Menswear and Tuxedo, located in Rochester, NY, provides ready to wear full custom options, to personalized looks that helps to express individuality. For over 45 years, Vittorio Menswear and Tuxedo has been helping Rochester look good, one tuxedo at a time. The formerly family-owned business was passed along to Matthew McDermott who has been working to grow the business by increasing customer loyalty and creating a more seamless sales person.

## THE SITUATION

After acquiring Vittorio Menswear and Tuxedo about five years ago, Matthew decided that it was time for a technology upgrade in the point of sale system. Prior to his ownership, Vittorio used a standard cash register and managed their inventory manually. It was difficult to access customer data such as previous rental sizes or purchase history, because it was being tracked in a paper-based system. Vittorio was in need of a better system to track customer data and analytics, and customer-facing technology that allowed them to engage with and provide value-added services to their shoppers. Lightspeed POS solution with Thirdshelf and Star Cloud Services loyalty, along with Star Micronics peripherals provided the perfect system for Vittorio Menswear and Tuxedo.

## TSP100



**End-User:** Vittorio Menswear and Tuxedo

**Industry:** Retail

**Products:** Star Micronics' TSP100 and AllReceipts™

**Solution:** Lightspeed POS software with Star's TSP100 with AllReceipts™ and Thirdshelf loyalty program.





## THE SOLUTION

Star Micronics' TSP100 receipt printer with Lightspeed POS allowed Vittorio to improve the daily workflow of their business and keep their customers more satisfied with their service than ever. These technologies provided detailed analytics and customer data that allowed them to compete with large retailers. Vittorio was now able to give every one of their customers a personalized experience, and offer suggestions and promotions based on the customer's previous purchases and rentals. With Lightspeed's inventory management, Vittorio could easily see what sizes were readily available versus what needed to be special ordered for customers.

Soon after their install of Star Micronics and Lightspeed technologies, Vittorio Menswear and Tuxedo began using Thirdshelf to manage their loyalty programs. Through Thirdshelf, Vittorio was able to drive incremental purchases and promotional opportunities and put a greater focus on their highest-value customers.

Additionally, Vittorio was introduced to Star Cloud Services' free digital receipt and customer engagement solutions that work with Star Micronics printers. With Star Cloud Services, Vittorio was able to improve the look of their printed receipts, while offering the option for digital receipts to their customers with the AllReceipts™ app.

## THE RESULTS

As a result, Vittorio Menswear and Tuxedo improved their overall customer engagement strategy with Thirdshelf and Lightspeed POS. They are now able to access customer data and purchase histories almost instantly, which helps to tailor special promotions and increase customer satisfaction.

Star Cloud Services' Receipt Flip feature allowed Vittorio to easily summarize their return policy and add marketing touches right on the back of the digital receipt without any additional promotional costs to print. The Instant customer Survey allowed Vittorio to better understand what their customers enjoyed about their experience versus where they needed to improve.



*"Star Micronics and Lightspeed point of sale solution was well worth our initial investment. Since we installed the system, we've continued to add layers such as Thirdshelf loyalty features and Star Cloud Services digital receipts to improve our store functionality and to keep our customers satisfied. By having customer data and feedback readily available through Star Cloud Services, we can make adjustments to ensure that our customers are getting the most out of their experience with us."*

*- Matthew McDermott, Owner, Vittorio Menswear and Tuxedo*