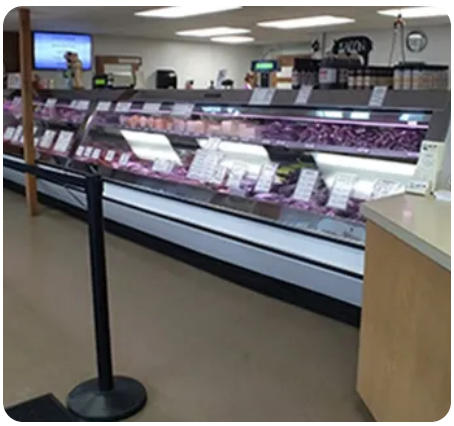
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EXATOUCH SUCCESS STORY

Winesburg Meats, Inc. Boosts Checkout Efficiency and Service with Exatouch POS

Winesburg Meats of Ohio adopted Exatouch to upgrade from low-tech, traditional checkout to a modern POS. See how the switch boosted customer service.







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Winesburg Meats, Inc.

About Winesburg Meats, Inc.

Winesburg Meats, Inc. has been providing the Winesburg, OH area with fresh and artisanal smoked meats since September 1959, when Walter and Katherine Pacula brought their European sausage making trade to the U.S. Today, third generation owner Anton Pacula operates the business, selling over 100 award-winning, preservative-free meats to customers in nearly every state:

> ***"I grew up in the meat processing business that my immigrant grandparents started," says Pacula. "We have grown a lot in the 60 plus years with so many changes to our processes while still retaining the simple, clean recipes that keep us local and out of state customers."***

Challenges Before Adopting Exatouch

Prior to adopting Exatouch POS, Winesburg Meats struggled with an unintuitive system that limited their ability to provide top-notch customer service:

> ***"For so many years we did things the old-fashioned way, very low tech," says Pacula. "We had a simple cash register and a standalone terminal. This combination, in conjunction with our scales, made it difficult to train employees and maintain a smooth process with limited errors. Our team had to rely on memory and multiple steps to successfully check out our customers."***

Making the Switch to a Modern POS

In March 2015, Winesburg was ready to upgrade their existing checkout process to a new POS. Cost, ease of use, quality, upgrade ability, and service after the sale were the criteria that led them to choose Exatouch — and later add a second terminal in 2021:

Winesburg Meats, Inc.

> ***"The first goal was to streamline the process of checkout making it efficient, easy to train and accurate, with repeatable results. The next was then to use the reports to track sales to see where we needed to groom or broom products we carried."***

Getting started was easy: "The experience was quick and painless. It's pretty intuitive to use and if there is ever something we need, a short call to tech support always takes care of it with their friendly staff. It was an easy transition and everyone using it commented on how easy this is now.'"

The Results

> ***"The largest area of savings we saw was unplanned," says Pacula. "The speed at checkout has been reduced by about a third of what it used to take. Now the employees can take more time assisting customers and increase that one-on-one relationship that customers like."***

The ability to assign a sale to a customer in order to view past purchases without holding onto receipts and the "quick pick" option for cashing out popular items are among Winesburg Meats' favorite time-saving features. Installing a second terminal has also helped speed customers through checkout even during peak selling season.

Other features that have improved business are the ability to track product performance — enabling Winesburg to cut down on waste and optimize inventory management — easy updates to price points and promotions, a simplified, intuitive training process for new employees, eGift cards, and great customer support:

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Winesburg Meats, Inc.

“EPI has excellent customer service along with tech support and they're always professional and courteous. The time in which tech support answers the phone and resolves any issues has been excellent. The ability for the support team to remote into the system to fix any problems is a plus for us that are not tech savvy.”

See how Exatouch can help you simplify operations, improve the customer experience, and grow your business.