

Case Study

# Efficient payments

*Fewer  
receipts*

Reducing paperwork at the check out  
with handwritten electronic signatures



wacom® for Business

## Ludwig Görtz GmbH

### At a Glance

#### INDUSTRY

- Retail: Multichannel shoe retailer
- Founded in Hamburg in 1875
- Now one of Europe's largest shoe retailers with 160 stores in Germany and Austria

#### WORKFLOW

- Point of sale purchases in retail stores

#### CHALLENGES

- Slow paper-oriented POS purchase process
- High cost and effort of managing large volumes of paper

#### SOLUTION

- Wacom LCD signature pads
- Integration with “easy signature” solution from paperless POS solution specialist POS Solutions GmbH
- Automated, centralized archiving of receipts within Easycash electronic archiving system
- Implementation by IT integration specialist Ethalon GmbH

#### OUTCOME

- Significant reduction in volume of paper used during POS purchase process
- No more space required at tills or in the back office for receipt storage
- Accelerated purchase procedure for customers and staff

*“The system was very well accepted by employees and customers right from the outset. For employees, it has simplified the payment process considerably and our customers sign on the tablet in exactly the same way they used to sign on paper”*

## More human More digital

Founded in Hamburg by Johann Ludwig Görtz in 1875, Ludwig Görtz GmbH has grown from a single shoe store to a modern, multichannel shoe retailer with 160 stores in 90 cities across Germany and Austria.

#### Challenge

As its customers were increasingly paying by debit card rather than cash, the company began looking for a solution to reduce the number of paper receipts generated at store tills, and to improve the efficiency of its POS processes.

#### Solution

An “Easy signature” solution from POS Solutions GmbH – a specialist in paperless POS (Point of Sale) processes – featuring Wacom LCD signature pads, was deployed at each till within Ludwig Görtz GmbH retail stores. When a customer pays for shoes with his/her debit card, the sum appears on the Wacom signature tablet for approval, and a signature field is displayed that allows the

customer to confirm the payment with a signature, just as they would on paper. As with any debit card procedure, the customer receives a paper receipt as proof of purchase. However, the Wacom signature pad ensures that the store no longer requires a second printout. Instead, the electronically generated receipt is transferred directly into the POS solution’s “Easycash” archiving system.

## Implementation

The solution was implemented by Ethalon GmbH, the IT service provider responsible for all of the retailer's IT infrastructure, including the in-store payment systems.



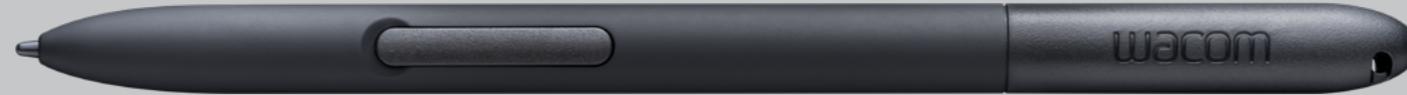
## Outcome

This solution, built around Wacom signature pads, has enabled Ludwig Görtz GmbH to save time and money. Now, each cashier station no longer accumulates a shoebox full of paper debit card receipts by the end of the month. Not only does this save on space at the till, it also significantly reduces the volume of paper used. In addition, directly transferring all receipts into the Easycash archiving system means that the retailer no longer requires a paper archiving

system of its own – physical or electronic. The digitalization of payment receipts has made the POS procedure significantly quicker and the associated processes have also been accelerated. As a result of these benefits, implementation specialist Ethalon is planning to expand the system to enable other types of POS documentation to be completed using Wacom signature tablets, such as exchange/refund receipts and discount receipts.



# More human



# More digital



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