

RETAIL VERTICAL SPECIALISTS

BUSINESS AND CUSTOMER EXPERIENCE TRANSFORMATION

Lexel operates a specialist division providing a range of innovative services and solutions; designed specifically for retail businesses.

Our extensive knowledge of retail, approach to innovation, along with our focus on service excellence is what sets us apart from our competition.

From point of sale and stock management, through to surveillance and business intelligence, no matter what your technology needs, you can rely on the experienced Lexel team to support your retail business.

Lexel's impressive list of retail clients include Hallensteins, Glassons, Max Fashions, Pagani Clothing, 2 Degrees Mobile, Postie Plus and Restaurant Brands.

Our services include:

Solution consulting and design. We'll take the time to understand your business needs, tailoring solutions to meet your timeframes and budget.

Stock. Our POS and IT stock management ensures you'll have stock ready and waiting for you, when you need it.

Digital. Digital signage, in-store advertising, website and e-commerce development.

Surveillance & analytics. Fully customised and installed video, surveillance and analytics solutions. Includes proactive monitoring, maintenance and alerting.

Loyalty. Implementation and support of customer loyalty and gift card programs.

Point-of-sale. Hardware, software, peripheral supply and support.

Support. Nationwide on-site service covering both New Zealand and Australia.

- Onsite or remote support of all systems and solutions.
- Available 24 x 7, 365 days a year.
- Imaging and SOE creations.
- EFTPOS support level 1.
- POS solutions support, including Ontempo OTR, Advanced Retail.

Integration. With a breadth of expertise across every major vendor, Lexel can meet all of your ICT integration needs.

BUSINESS BENEFITS

Lexel's retail services and solutions deliver a range of business benefits, including:

Customer experience. Increase and monitor customer loyalty, from in-store experience to loyalty programs.

Minimise shrinkage. Reduce misuse and credit card fraud through automating detection / alerting of events.

Impact on sales. Increase average sale per customer. Analyse store and staff impact on conversion rates.

Business efficiencies. Through business intelligence, maximise store layout and workforce efficiency.

Monitoring. Monitor & control entry/exit points. Easily find and export important video surveillance footage.

Stock Management. With your POS/IT stock on hand, minimise any downtime or impact on the business.



Lexel manages our store computers in 40 stores across NZ. The Service Desk team are extremely responsive, competent and deliver a high level of service.

Melanie Gapes, Chief Financial Officer
Max Fashions

