

# Getting Closer to Customers

Anna's Linens Improves Service and Builds Relationships With Help From JDA



**F**or years, Anna's Linens has successfully leveraged JDA Merchandise Management System and JDA Merchandise Performance Analysis to achieve a range of benefits across its business — including more targeted, profitable merchandise assortments and a powerful capability to monitor and improve its key metrics.

Needing to create closer consumer relationships, while also supporting the increased transactional needs associated with the company's aggressive growth plans, the specialty retailer again turned to JDA Software, this time to implement an improved point-of-sale (POS) system.

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*– Miles Tedder,  
Senior Vice President of IT and Supply Chain,  
Anna's Linens*

"As a growth-oriented retailer with plans to open more than 70 new stores in the next two years, we recognized that our existing POS system needed to evolve," said Miles Tedder, senior vice president of IT and supply chain at Anna's Linens. "We wanted an improved POS system that would create a foundation for a new customer relationship management initiative, simplify our front-end operations, allow quicker training of new employees and streamline the checkout process for our customers."

With those goals in place, it was apparent the company's existing POS system no longer met its changing business needs. "Our legacy POS system didn't have the ability to track customer-specific information, so it limited our ability to capture couponing and other critical shopper behaviors. Because we wanted to create a new loyalty program, this was a big issue we needed to address," said Tedder. "The old system was also time-consuming in terms of individual transactions and employee training. We realized that, to keep pace with our growth plans, we had to upgrade our technology."

For Anna's Linens, the choice of solutions providers was an easy one. "Based on our long-standing partnership with JDA, we knew that they would be able to provide the value and quick implementation that would allow us to more effectively target our consumers sooner rather than later," said Tedder. "With our extremely loyal customer base, we wanted to get a program in place that would reward them with coupons and other benefits as quickly as possible."



## Anna's Linens at a Glance

Anna's Linens was founded in 1988 based on a simple premise: To help and inspire all people to feel good about their homes by offering superior value on today's home fashions. Today, Anna's operates over 280 stores in 19 states and the District of Columbia, with over 2,500 employees. The company is currently embarking on an aggressive growth strategy, with plans to open more than 70 new stores in a two-year period.

## Objective

Streamline transactions and increase consumer insight with an improved point-of-sale system built to support future growth.

## Solutions

- JDA® Point-of-Sale
- JDA® Merchandise Management System
- JDA® Merchandise Performance Analysis

## Services

- JDA Implementation Services
- JDA Support Services

## Real Results

- Improved customer service at checkout
- Captured new information on shopper transactions
- Simplified employee training
- Achieved faster day-end closings

## Achieving Rapid Results Across 280 Stores

Working in partnership with JDA, Anna's Linens was able to quickly realize results across its more than 280 stores in 19 states through the powerful capabilities of JDA Point-of-Sale. "The implementation process was very smooth and quick," noted Tedder. "From the time we made the initial decision until full implementation in our stores, it was under one year. That timeline exceeded our expectations for deploying a new POS system that is capable of meeting our needs now, and growing with us in the future."

"Our store managers and district managers were extremely pleased with the rollout and deployment of the new POS system," he added. "With JDA's help, the implementation went very well."

Anna's Linens was able to achieve immediate results from JDA Point-of-Sale. "Though the implementation was very recent, we're already realizing the benefits of simplified training, ease of operation, faster day-end closing and the ability to capture information on our customers' transactions," said Tedder.

Those insights will form the basis for targeted consumer marketing in the future, but JDA Point-of-Sale is already positively impacting customer relationships every day. "By simplifying the checkout process and providing a higher, faster level of service, we're making shoppers feel better about the transaction and the overall experience of buying products for their homes at Anna's Linens," said Tedder. "Immediately, JDA Point-of-Sale allowed us to speed up the checkout process and provide our customers with a cleaner, more efficient and simpler shopping experience."

## Creating a Competitive Edge

According to Tedder, the implementation of JDA Point-of-Sale has also provided Anna's Linens with a new competitive edge in an increasingly crowded retail landscape. "With our existing

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JDA solutions, and the addition of the new POS system, we are continuing to build the foundation of a simplified retail platform that enables us to deliver differentiated value and service to our customers," explained Tedder.

With ambitious plans to increase its number of stores by more than 25 percent over a two-year period, Anna's Linens is already targeting additional technology improvements to support that growth. "We are very laser-focused on customer service, on doing everything possible to meet our shoppers' needs," said Tedder. "In keeping with that commitment, we are looking at new replenishment applications, planning applications and workforce management applications — all of which would come together to take our customer service to a higher level."

As the future unfolds, Tedder pointed to one certainty: Anna's Linens will continue to rely on JDA as a valued partner. "We have a high degree of confidence in JDA's ability to provide the solutions we need, in a timely and cost-effective manner," Tedder said. "Probably the biggest single impact of JDA solutions is that they accelerate change. Because JDA's technologies are tried and true, they allow us to move forward confidently with our change initiatives and accelerate our time to benefit." ■

