

# Real service never goes out of fashion.

The world of fashion and beauty moves a little faster than most. And that is exactly why **Ron Robinson** chose Big Hairy Dog to help him keep up with the ever-changing demands of his thriving business.

## RONROBINSON | Fred Segal

Over the past 38 years, Robinson has been helping shape the fashion and beauty industries. Since he created his first concept shop inside the world-renowned **Fred Segal** boutique in downtown Los Angeles in 1978, his empire has grown to four stores throughout Southern California.

And while forward-thinking applies well to the creative, customer-facing aspect of his business, it also plays a major role on the back-end, where the real business is done.

Big Hairy Dog's footprints are all over Robinson's business, having supplied each of his boutiques with **Retail Pro** as his Point-of-Sale (POS) system. "It was a decision that was easy to make," says Robinson. "Retail Pro seems to be tailored to us, providing customer management at the point-of-sale, flexible reporting to see the data and

real inventory control to better manage all my stores."

Not only does Big Hairy Dog provide the support Robinson requires to run his business efficiently, but Retail Pro is also an easy-to-use Point-of-Sale system that's extremely intuitive for his employees to learn. But it's not just about the system.

**"WE HAVE RECEIVED NOTHING BUT EXCELLENT SERVICE... WE EVEN RECEIVE MONTHLY COURTESY CALLS JUST TO SEE HOW WE'RE DOING."**

"One of the biggest draws to using Big Hairy Dog," Robinson says, "is the incredible customer service. We have received nothing but excellent service... we even receive monthly courtesy calls just to pro-actively see how we are doing. I love that."

With success like that, no wonder Ron Robinson continues to tell his story to anyone that will listen.

