

# The retailer's other best friend.

As one of Big Hairy Dog's very first clients, California-based **Oakdale Feed**, holds a special, long-term bond with us that goes far beyond just supporting a more sophisticated Point-Of-Sale (POS) system.

## OAKDALE FEED & SEED

"We know them all on a first name basis," states John O'Hearn, Oakdale's Controller. "It's nice having real customer service instead of being tossed in some e-mail jail!" Now with multiple stores, we handle each store with completely different "mains", allowing us to segment and consolidate data perfectly.

We were also able to customize a list of very specialized needs including customer signatures for unique purchases; medical supplies, feed restrictions, seed and more. Charge accounts print automatically now and alphabetized invoicing makes mailing a snap.

## "THEY'RE THERE WITH YOU FROM START TO FINISH."

That deeper level of service, along with truly knowledgeable technicians is what sets Big Hairy Dog apart. We always go the extra mile, dig in, and make the effort to teach our clients how to solve problems right along with us.



Likewise, Marshall Grattan, the co-owner of Nevada-based **Pet Station**, adopted Big Hairy Dog based on our now famous, collaborative spirit.



Incorporating customized features, unique sales promotions and customer loyalty programs such as - *Buy 11 bags of dog food - get the 12th bag free* - was crucial. Handled through Retail Pro, there's a little manual effort, but it works! "I'm more tech-savvy than some, so they don't talk down to me...but then, they don't talk in some secret tech code either."

## LEE'S FEED AND WESTERN SUPPLY

Another longtime fan, Jeff Lee, owner of **Lee's Feed**, was able to make the difficult transition from an "old school" cash register and hand-written receipts to a more sophisticated Point-Of-Sale system. "As we scaled up, Big Hairy Dog really helped separate us from the rest of our industry with new levels of speed," Lee says. "Our whole process, including future growth, is all integrated and very efficient now."

So, whether you've dealt with other POS systems or looking to adopt something new, Big Hairy Dog's support allows you to focus on what really matters... your customers and their critters.

