

CASE STUDY | MICHAEL KORS

MICHAEL KORS

Michael Kors switches to faster way of counting cash

Michael Kors is one of the world's best known luxury fashion brands. Founded in 1981 by the eponymous fashion designer it has over 600 stores across the world. These are operated, either directly or through licensing partners in some of the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo, Hong Kong, Shanghai and Rio de Janeiro.

“Prior to introducing Cashmaster One Max, we counted cash by hand — a laborious and time consuming process for our sales associates. We knew there must be a better way, and approached Cashmaster.”

—Senior Operations Manager

Trial run

Michael Kors trialled the Cashmaster One Max in three of its stores – in New York, Florida and Texas, during which, the Cashmaster team worked with store operations managers in order to understand the extant cash handling operations and to identify ways of streamlining their cash management.

Within a very short time of the brief training session delivered by Cashmaster, the Michael Kors teams felt comfortable using the new devices and realised straight away, the many advantages of the new technology.



Key facts: Luxury global fashion retailer specializing in accessories, footwear, watches, jewelry, women's and men's ready-to-wear, wearable technology, eyewear and a full line of fragrance products.

Stores; Michael Kors operates 600 outlets in North America and the UK.

Trial period: 45 days in each of three stores.

Training: In store consultation and training provided by Cashmaster.

Purchased: Cashmaster One Max devices together with Cashmaster One Printers.

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Although staff at Michael Kors had never previously used cash-by-weight counting devices, the intuitive touch screen user interface of the Cashmaster One Max™ felt familiar to them and, as a result, they were quickly able to master its many advanced features.



“With 5-8 cash registers in each store we were looking for a device that was both quick and accurate. The Cashmaster One Max™ has significantly reduced the time we spend counting cash, preparing floats and organising cash pick-ups. Our sales associates’ time is freed up to concentrate on more important matters, namely our customers.”

—Senior Operations Manager

Following the trial, Michael Kors made an initial purchase of our flagship product, Cashmaster One Max devices together with Cashmaster One printers for use in their highest volume outlets.

What Michael Kors Chose:

Cashmaster One Max™

Counts notes, coins, rolls	✓
Counts non-cash items - coupons, vouchers, other	✓
Manual entry for non-cash items	✓
Display	5.0" Color
Screen resolution	800x480
Input method	Touch
Multi-language UI	✓
Multi-count modes	✓
Accuracy	100%
ID Entry (Cashier, Till #)	Alphanumeric
Float capability	✓ (Advanced)
Multi-till memory - count storage	✓ (Up to 500)
Built-in reporting system	✓
Currency support	Up to 8
Software update support	USB
Integration/data output capability	✓ including HID output
Connectivity	Serial/USB/Ethernet
Optional integrated printer	✓
Built-in help function	✓