



CASE STUDY

Sunshine Daydream Offers Groovy Digital Receipt Solution to Customers with Star Micronics' Help

Sunshine Daydream Hippie Shop is a psychedelic shopping boutique, located in St. Louis, Missouri. Sunshine Daydream offers an array of merchandise from clothes, to home décor, to smoking accessories, and more. Already a user of Star Micronics TSP100 LAN printers, Sunshine Daydream has decided to implement Star's AllReceipts™ digital receipt app in all four locations, allowing customers to store and manage their receipts digitally on their smart phones.

THE SITUATION

Sunshine Daydream, already a user of Star's TSP100 thermal printers with Microsoft RMS, was looking for a way to better connect with their customers. After seeing a live demo of the AllReceipts app, they immediately saw the value to the solution. Allowing customers to view their receipts digitally was a feature that Sunshine Daydream was previously looking for, but was very expensive to add to their Microsoft RMS platform. AllReceipts free digital receipt app was the perfect solution.



AllReceipts™

Sunshine Daydream

End-user: Sunshine Daydream

Industry: Retailer, Hippie Shop

Products: AllReceipts™

Solution: AllReceipts digital receipt app to engage with customers and manage their POS directly through the app.



THE SOLUTION

AllReceipts digital receipt app provided Sunshine Daydream with a way to engage with customers and receive their direct feedback on their shopping experience. The app also allows Sunshine Daydream to manage their POS directly through the app, seeing receipt recalls, printer status, and if the cash drawer had been left open for too long. What's more, the AllReceipts app came at no additional expense for Sunshine Daydream, and the installation took less than two minutes; they were able to go live with the app instantaneously!

THE RESULT

The biggest benefit of the AllReceipts app is that Sunshine Daydream now has the ability to better connect with their customers and capture customer information, such as what the customer has purchased or how frequently they make a purchase. The customer feedback survey has allowed Sunshine Daydream to find specific ways to improve their business based on survey responses. Being able to manage the POS system digitally with the AllReceipts app has also been a huge benefit to Sunshine Daydream's everyday workflow.



"Star's AllReceipts app was the perfect digital receipt solution for Sunshine Daydream," says Jay Trudeau, Owner of Sunshine Daydream. "Aside from it costing us nothing, the install was easy, and it allows us to receive direct feedback from our customers, and manage our devices digitally through the app, which was a huge plus!"

"Receipts are just as valuable for the retailer as they are for the shopper," says David Salisbury, VP of Sales & Marketing at Star Cloud Services. "Being able to provide retailers with a reliable, digital receipt solution that is built to increase customer engagement, has been a personal dream come true!"

