# SECURING RETAIL:

## HOW **TEAM WIRELESS** PROTECTS ITS BOTTOM LINE AGAINST FRAUD

**TEAM**
**WIRELESS**

iQmetrix®

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When Brian Boucher started his business in 2001, he began with a single location in Escanada, Mich. selling remote starters and car stereos. A year later, cellphones were introduced and by 2007, realizing an opportunity, Brian made a move to make phones and accessories the core of his business. Encouraged by Verizon (then Alltel), Brian opened his second store in Michigan and continued growing into the retail success that is now TEAM Wireless — spanning two states (Michigan and Wisconsin), 35 locations, 200 employees and achieving 40 million in annual sales.

**Brian Boucher**
*Owner and CEO of TEAM Wireless*

## THE PROBLEM

Brian realized this level of success didn't happen overnight. As TEAM Wireless began to grow, Brian needed a more sophisticated way to manage his expanding business and handle increasingly complex inventory. What TEAM Wireless needed was a system that could grow with the company and, for Brian, security was the number-one priority.



## THE SOLUTION

In 2007, after consulting with other retailers and attending industry events, Brian chose to implement iQmetrix's RQ Retail Management system. Implementing a more robust and sophisticated solution allowed TEAM Wireless to better manage, monitor and control its increasingly complex operations while safeguarding against profit loss by closing fraud holes.

## AT-A-GLANCE

**-2001:** TEAM Electronics is established — focusing on home and car audio equipment.

**-2007:** After opening additional locations, TEAM made the move to focus the business on cellular sales as an Alltel agent. The company selects iQmetrix as its retail management software provider.

**-2009:** Alltel becomes Verizon and TEAM Electronics becomes TEAM Wireless.

**-2012:** TEAM Wireless continues its growth, acquiring 6 new locations — bringing its total to 16.

**-2013:** The expansion continues 11 more locations are added.

**-2014:** TEAM Wireless acquires new stores bringing to the total to 35.

## THE RIGHT PROCESSES FOR SUCCESS

"Trying to grow as quickly and successfully as we did, over this many stores, with something like QuickBooks, I don't think would have even been possible," says Brian. "Now, we are able to get a store stocked and set up with RQ within hours." TEAM Wireless has implemented the full suite of RQ features including credit card integration (no manual import to a machine), payroll, scheduling, inventory and reporting.

Since implementing RQ, TEAM Wireless has achieved a number of successes. For instance, through RQ, Brian was able to program his reconciliation process to exactly match how Verizon pays retail commissions. By limiting the number of choices to pick from and making the process as error-free as possible, TEAM Wireless' sales reps have consistently achieved a 93% reconciliation rate – a rate that's well above the industry standard of 70-75%.

**93%** TEAM Wireless

**75%**

Industry Average
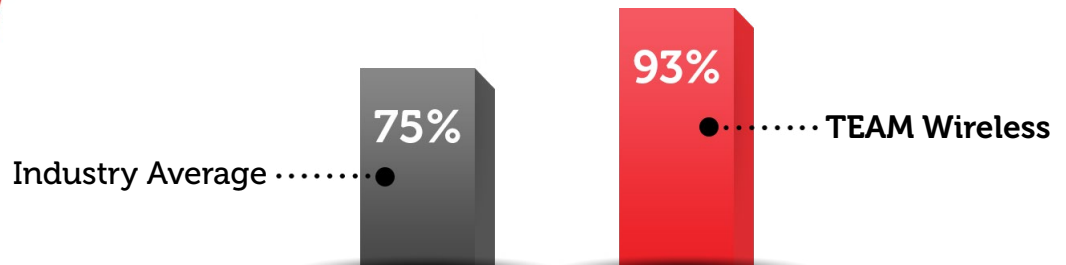
Since 2012, TEAM Wireless has tripled its number of invoices. Brian credits this to the niche market the company serves. "The biggest town we're in probably has no more than 20,000 people. Most markets are 5,000 to 20,000," says Brian. According to Brian, Team Wireless' store transitions have been seamless. "The next day, we walk in, load in our inventory with RQ and we're good to go." TEAM Wireless prides itself on its strong relationship with Verizon. Having been recently named the top overall agent in the Illinois/Wisconsin region – an award based on key performance indicators rather than number of doors – TEAM is confident in the service it's delivering. As Brian puts it, "It's not about being the biggest. It's about doing more with what you have."

## PROTECTING THE BUSINESS

TEAM Wireless' third notable success is all about prevention. RQ, coupled with business intelligence through iQmetrix BI, helps companies combat fraud – both internally and externally. As Brian puts it, "BI is phenomenal. The amount of in-depth reporting that RQ has really helps for fraud purposes." Brian has the discount summary and refund report automated to receive it daily, which helps him keep track of what's going on and spot any irregularities.

TEAM Wireless' CFO, John LeMire, also has reports set to automatically export to QuickBooks in a matter of minutes – something that used to be very time consuming. This function puts all accounting data at John's fingertips in one central location.

In addition to the standard reporting features, TEAM Wireless also utilizes iQmetrix's fraud package, which consists of 10 reports detailing some of the most common fraud scenarios in the industry in order to evaluate, audit and detect issues. TEAM reviews these reports at its corporate headquarters every Monday as a standard

**iQmetrix Fraud Control Kit**
**The bundle of reports include:**
• Any invoice with 3+ phones sold
• Any iPhone sold with cash
• Refunds % by product
• Refunds % by employee (ranked highest to lowest)
• Refunds % by location (ranked highest to lowest)
• Total cash refunds by location
• Total cash refunds by employee
• Coupon fraud

practice. Brian and his district managers also utilize myRQ – iQmetrix's web application service – which allows them to monitor sales, custom dashboards and analytics when they're on the road without having to fire up a laptop. "It's a big, big thing!" says Brian.

When asked why fraud prevention is a major focus for TEAM Wireless, Brian responded, "Cellphones are upwards of $1,000 now. With features like blind inventory and blind cash-outs, we rarely have a phone go missing now. [Whether it's employees or customers], theft can run you out of business!"

Another security feature TEAM Wireless enjoys is the fact that once an invoice is tendered, there's no way to go back and edit it (which means it can't be changed by an employee). Additionally, TEAM is considering implementing biometrics. With biometrics, RQ logs users into the system without the need for passwords. Biometric fingerprint

scanners could provide TEAM Wireless with an added level of security in RQ while accurately tracking hours worked by staff and eliminating unauthorized logins or "budding punching." Brian estimates that the combination of iQmetrix's security features save the company $10-$20 a day, per store. "When you have multiple stores, it adds up quickly so it really saves us money," says Brian.
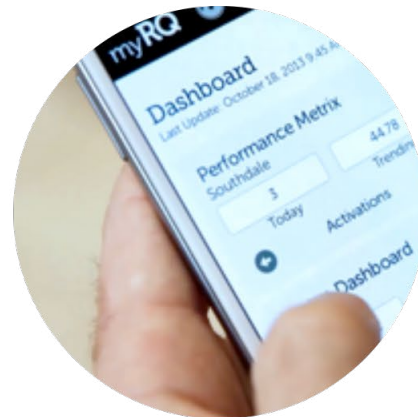


## EXTENDING THE TEAM

Both iQmetrix and TEAM Wireless believe strongly in aligning with like-minded businesses to achieve growth and success. TEAM's dedicated iQmetrix Account Manager works to ensure the company is well prepared to deliver an exceptional customer experience and continues to improve its business. The two

> "The support is unreal. You can sell something but if you don't have the support to back it up, it's worthless. Service and support are absolutely everything." – **Brian Boucher**

companies value the partnership and pride themselves on working well together. "When filing a ticket with the Support Team, it's within hours that they are working on that ticket and getting it resolved. The communication is excellent – something we pride our business on, too," says Brian. "My

Account Manager will answer my phone call or respond to my text at any time of the day or on weekends. I can't go two to three days if there's an issue and she's always on it. The support is unreal. You can sell something but if you don't have the support to back it up, it's worthless. Service and support are absolutely everything."

"I would recommend iQmetrix 110%. The program is phenomenal. We've been approached by iQmetrix competitors to change to software that costs less but I always tell them 'you get what you pay for.' The value is there because RQ is the best and that's what we want," says Brian.

As Brian reflects back to the company's beginnings in 2001 with one store, he notes some of those original employees are still a part of the company, which gives it a "family feel" he's incredibly proud of. Going forward, Brian simply plans to keep doing what TEAM's been doing to achieve continued growth and is confident that iQmetrix will do the same, remaining a vital part of TEAM Wireless' success.

# Interested in exploring how **RQ** can protect your stores?

# TEAM
## W I R E L E S S

TEAM Wireless, originally TEAM Electronics, is a 35-location Verizon dealer with stores in Wisconsin and Michigan founded in 2001. TEAM Wireless' head office is located in Escanaba, Michigan. At TEAM Wireless, it's all about people. From the employees they hire to the customers they serve, it's their goal to create a fun, welcoming environment for all. Each store brings its own unique personality, but together they strive towards one common goal: To make their customers happy.

www.teamwireless.com

# iQmetrix®

iQmetrix is a leading provider of end-to-end retail solutions. Enhance front-end experiences with XQ Interactive Retail and streamline back-end operations with RQ Retail Management. iQmetrix gives retailers what they need, so customers can get what they want.

www.iQmetrix.com