

GROW, GROW, GROW.



RETAIL, SOFTWARE DEVELOPMENT, EXPANSION

IN THE EVER-CHANGING ENTERTAINMENT MARKETPLACE, KEEPING UP WITH CUSTOMER NEEDS CAN BE CHALLENGING.

This client, who provides low cost entertainment through automated retail stores, needed to create a more robust and flexible system that would meet the demands of it's growing consumer market. Not only did they need to support a marketplace that was rapidly expanding, they also needed to improve the purchasing experience of an evolving customer base. By working with Geneca, they were able to put systems in place that supported growth and expansion of their business, increased their brand awareness and better-supported customer needs.

On the reverse: **SUSTAINED GROWTH REQUIRES INNOVATION.**

**GROW,
GROW,
GROW.**

The business need: Maintain growth and increase customer satisfaction.

The biggest challenge facing this client was keeping pace with the demands of a highly competitive marketplace. They needed systems that would enable them to stabilize and standardize information across multiple systems in order to provide similar experiences for customers on all of the systems they interacted with.

Geneca was selected by this client to help with many initiatives. In addition to providing top development talent, they looked to Geneca to help solve difficult problems. For example, Geneca has been involved in initiatives to improve data security and the ability to share data across platforms, as well as the rebuilding of the client's website for better customer experiences. Geneca has also been involved in building systems to test and explore new markets.

Through the help of systems created with Geneca, this client has become the top entertainment provider in the U.S. market. They continue to partner with Geneca to better support their customers in a dynamic marketplace.

The Client

A top entertainment provider in the U.S. who furnishes affordable entertainment through automated retail stores.



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