



## JB Sports Delivers Faster, Smarter Retail with NetScore



### Introduction

JB Sports had its beginnings in the 1990's opening it's first store in a rural location of Botswana. The initial business was selling sporting equipment which over the years included adding sportswear and footwear to the offering.

In 2017 the company started a restructuring process and by 2021 had repositioned the company moving away from sporting equipment to focus on sports fashion. The company has grown to be a fashion branded retailer selling international brands such as Levi's, Polo, Nike, Adidas, and Puma. The company now has a footprint of 60 retail locations across Botswana and Namibia.

# JB

**Company :** JB Sports (OVS Group)

**Location :** 60 retail outlets

**Industry :** Sports Fashion Retail

**Countries :** Botswana, Namibia

**Product :** NetScore POS for NetSuite

In 2022 Liaan Scholtes joined the team in the role of Head of Store Operations. With thirty years of experience in the retail industry, he was tasked with formalizing business practices, technology, and operation efficiencies across the company.



## Challenges

Many steps had been taken to improve the internal resources and tools to manage the business. However, with growth and new solutions come challenges.

Many areas of Botswana and Namibia have either unreliable or limited availability of internet service and other technological services. Early technological solutions the company deployed created a lot of operational inefficiencies.

Checkout lines were long and often led to customers that were unhappy waiting in long queues to complete their purchase.

Managing inventory, finance and maintaining a global view of the company's finances was a challenge.

Training of new associates in the retail stores was a constant challenge due to complexities in their early systems.

Working with technology partners needed to be aligned with business practices and company objectives ensuring that standard operating procedures and process flows were truly understood by all parties.

## Solution

In 2021, JB Sports selected NetSuite to provide the technology platform they would center operations on. While NetSuite provided everything the back office needed, a replacement POS solution became the next critical piece of the puzzle.

A key requirement for a POS partner was the ability to produce customizations that JB Sports needed. NetScore was chosen for their reputation of being able to understand a customer's needs and create a solution that clearly represented their vision.

While Liaan was not part of the team who evaluated and chose the technology platform, making sure that it properly aligned with their needs and objectives was a key part of his responsibilities.

After ensuring that internal processes and procedures were properly identified and met his high level of standards, Liaan began working with NetScore to make sure the POS system properly supported those requirements.

***"NetScore POS stood out for its user-friendly interface, easy navigation, and was simple to commit and finalize transactions."***

**Liaan Scholtes**, Head of Store Operations



### Primary POS objectives were to:

- A user-friendly, easy to navigate user interface
- Simple to commit and finalize transactions
- Increase checkout speed to decrease customer wait
- Manage standard retail functions such as returns, exchanges, customer credits
- Integrate with the NetSuite system

### Additional Needs

Lay away programs are extremely popular in many areas of Southern Africa. JB Sports needed a system that could manage these purchases accurately and maintain a running balance as customers made payments against their purchase.

Internet service remains inconsistent in many parts of Botswana and Namibia. NetScore is currently working with JB Sports to provide a capability that will allow the POS system to operate in a disconnected environment. Transactions would continue and then synchronize with NetSuite once the Internet service is re-established.

### Moving Forward

Because businesses are evolving entities, their technology must change and grow with them. Building relationships of trust between a solution provider and customer is paramount for the long-term success of both parties.

Ensuring that requirements for new projects are properly documented has greatly reduced any miscommunications. When considering changes that will affect 60 retail locations, it is imperative that mistakes be avoided. Liaan Scholtes brought this level of detail and professionalism to the relationship and JB Sports is reaping the benefits.

*"Transaction times have been reduced by 25%. Reports that used to take hours to compile are now generated instantly. It takes very little time for new team members to learn the system."*

**Ofentse Ernest Kgari**, Operations support assistant





## Benefits

- 25% reduction in sale transaction time
- Customer wait time decreased by 20%
- Simplified use with intuitive user-interface
- Launch returns and other functions from a single button push
- Reduced training time of new associates
- Increased user satisfaction
- Choice of hardware including versions for tablets and cell phones
- Improved reporting capabilities



*"The willingness and the great attitudes of the NetScore team really making it very easy for us to navigate through some of the challenges you might face ..."*

**Liaan Scholtes**, Head of Store Operations