



EXO hits the right note for Perth music store

Overview

Established in 2001, Mega Music has quickly grown in to one of Perth's favourite music stores.

100% W.A. owned and operated, Mega Music is large enough to offer a great selection at competitive prices, but small enough to still retain a friendly music industry culture.

Over the past decade, Mega Music has made it their mission to provide quality gear for music professionals, students, schools and bedroom warriors. Mega Music also offers instrument repairs, servicing facilities and a music academy with highly skilled teachers.

Problem

Frustrated by a disparate system

Mega Music struggled with a mismatch of different accounting and Point of Sale systems across their business that they best described as 'clunky.' Neither powerful nor user-friendly, it was also limited in its ability to adapt to meet their customer relationship needs. It was important for Mega Music to have a system that worked with business accountability requirements by helping their team view previous sales, repairs or services.

To Mega Music, "a professional and personal touch is as significant as each individual transaction", so Mega Music needed a system that could help them to create a single customer view, that is, a one-to-one relationship where they can tailor options for each and every customer. It was time for a change.

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Solution

One powerful platform fits all

Mega Music approached Horizon Business Systems in 2013. They worked together to tailor a system that created a more dynamic customer relationship by understanding and reporting on individual needs rather than just a straight "point of sale" of instruments and accessories.

With three locations - and looking to expand, Mega Music required a multi-site POS that operated from one database, both on and offline across all sites. It also needed stock to be easily and accurately transferred across locations and where data could be reported and segmented.

MYOB EXO delivered on the requirements of Mega Music, with Horizon building a customised solution fit for their unique business.

"What we liked most about what MYOB EXO delivered was a back end system that operated and performed to our team's expectations, interfacing with a POS system that thought and performed as a sales person would expect" Kajen Velupillay, Owner/Director, Mega Music.

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Build a better customer experience

The customisation of MYOB EXO has allowed staff and management at Mega Music to provide a much higher level of accurate, timely and personalized service to its loyal customer base; the kind of customer relationships that make Mega Music the fastest growing music store in the region.



Before	After
<ul style="list-style-type: none">> 'Clunky' system> Limited in ability to meet customer relationship needs.	<ul style="list-style-type: none">> User friendly and powerful system> Ability to understand individual customer needs and provide accurate, timely and practical assistance.