

CASE STUDY: BARBEQUES GALORE®

Versatile Credit Helps Barbeques Galore® Increase Sales

THE CHALLENGE

Barbeques Galore is the nation's largest specialty retailer of grills and outdoor living products with 22 stores concentrated in the Southwestern United States. For years, a pen-and-paper consumer finance process required customers to share vital personal data with sales associates. Approvals could take hours. Denials could be embarrassing, causing many customers to pass on the process.

Sales associates might be tied up for 30 minutes or more on each application, keeping them from helping other customers. Afterwards, the stores had to safely secure or shred piles of paperwork.

Also, company executives wanted a way to share in-store visual content informing customers of promotions, new products, recipes or tips on using their new grills or furniture.

REQUIREMENTS

- *Increase Credit Applications and Approvals by Making the Process Faster and More Private*
- *Remove Store Personnel from the Process, Including the Need to Secure Data*
- *Stimulate Sales with Engaging Visual Content*



Barbeques Galore®

Barbeques Galore is the nation's largest specialty retailer of grills and outdoor living products, established in the U.S. in 1980. The company has retail stores concentrated throughout California, Arizona and Texas, where the sun shines often and outdoor living is a year-round indulgence.

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THE SOLUTION

Touch-screen kiosks from Versatile Credit offer speed and privacy. Within minutes, customers can privately enter their personal information and submit it over a secure Internet connection to lenders. Approvals are returned in seconds. Applications denied by prime lenders can “cascade” to secondary and even no-credit-required options to increase approvals.

Store personnel are not involved in the process and since no data is stored in the kiosks, there’s nothing for the retailer to protect. And when not processing applications, the kiosks can display special order merchandise, product literature—even product videos.



THE RESULTS

Barbeques Galore has now installed Versatile Credit systems in 15 stores. The plug-and-play kiosks were up and running the same day they arrived. Credit applications have increased with approval rates topping 90 percent. Tickets involving credit are double those of other sales. Feedback from customers has been nothing but positive.

Sales associates no longer devote time to the finance process, freeing them to assist more customers. Securing sensitive customer data is no longer a concern.

Working with the Versatile Credit team, Barbeques Galore has uploaded product videos and picture galleries—virtually expanding the showroom floor, especially for smaller stores. The content is regularly updated to keep the message fresh.

“The Versatile Credit systems have taken all of the work out of the credit process. The result for us is more sales. And the programmable video option helps us tie it all together for the customer.”

Henrik Stepanyan
CHIEF EXECUTIVE OFFICER
Barbeques Galore

Turning Shoppers Into Buyers



Contact us at 717-620-2544

versatilecredit.com