

# Wise Guys Discount Liquors CASE STUDY



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How Wise Guys Discount Liquors Improved Checkout Experience and Streamlined Operations with Integrated Credit Card Processing and Windward System Five

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## INTEGRATED CREDIT CARD PROCESSING

Wise Guys Discount Liquors, a prominent chain of liquor stores in Northwest Indiana, sought to improve their check-out process and reduce the potential for errors.

Wise Guys adopted Windward System Five in 2014.

After initially managing their own server, they transitioned to the Windward System Five on Cloud solution in 2020.

In 2022, they set up Integrated Credit Card Processing with WorldPay by FIS.

This integration automated the process of entering the transaction amount into the credit card pinpad, reducing the likelihood of human errors and speeding up the checkout process.

## The Challenge

Before implementing Integrated Card Processing, the sales clerk would manually enter the transaction amounts into the credit card pinpad, passing it to the customer to enter their pin number and authorize the transaction.

This process not only slowed down the checkout experience but also left room for potential errors in entering the transaction amount.

Additionally, without integrated processing, each store had to reconcile receipts and balance credit card transactions daily, a time-consuming process.

## The Solution

Wise Guys was already using one of Windward's partners for their credit card processing needs.

They just hadn't taken the extra step to get System Five connected to the processor via the NETe-Pay integration.

The Windward Customer Care team helped coordinate the details with their credit card processing partner to enable the integration.

Upgraded pinpads were installed as a part of this project as well.

## The Results

Since implementing Windward System Five's Integrated Card Processing, Wise Guys Discount Liquors experienced significant improvements to their operation.

### Improved Checkout Experience:

The checkout process was streamlined, enhancing the customer experience by reducing waiting times.

### Reduced Errors:

Integrated processing reduced the likelihood of salesperson errors in entering the transaction amount, ensuring accurate billing.

### Simplified End-of-Day:

The integration of credit card transactions with the point of sale system eliminated the need for daily reconciliation of receipts and credit card transactions, simplifying end-of-day procedures.

### Easier Training:

The intuitive design of Windward System Five made training new clerks easier, further enhancing operational efficiency.

**Integrated Card Processing with Windward System Five is a Win-Win solution for both the business and its customers.**

# Wise Guys

Before there was a lot of back and forth with the customers.

Now the correct amount displays and we know the customer is getting charged the right amount.

It makes training new clerks easier too!

**Samira Glass**  
Senior Accountant