



Inspiring

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Naomi Keatley,
Owner, Surround



Eclectic style

Surround is a lifestyle and interiors store based in the picturesque fishing village of Howth just outside Dublin. Described by its founder and owner Naomi Keatley as selling “a lifestyle story”, with an eclectic collection of fashion, homewares and gifts inspired by international and Irish brands and designers.

SURROUND



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Naomi Keatley, Owner, Surround

Data driven

Naomi instinctively knew that time management and cash flow were crucial to her new business, as was a reliable ePOS system. She knew of Elavon's reputation for reliability, competitive rates and the personal touch from her experience of working in restaurants, so the choice was an obvious one. She was amazed by the data management capabilities of talech, an iPad based ePOS system. "When I saw that I could work remotely from Paris and keep a close eye on the business via the app, I was really impressed".

As a start-up business, having access to the detailed information that talech can deliver is perfect. "I can see immediately what's popular and what isn't, so we can adjust our stock accordingly. Having this kind of data at the touch of a button, rather than creating a spreadsheet, is brilliant. It's all backed up by a reliable credit card machine and I know the cash will reach our account the next day."

Exceeding customer expectations

Naomi was keen to get ahead by offering customers a choice in how they pay, creating an in-store payment experience that is seamless, quick and easy.

The new talech system is also a talking point in the shop. "Customers see the modern point-of-sale "till" and think it's great."

Receipts can be emailed, which helps build Naomi's database of visitors. She can see who her best customers are, what they've been buying and tailor special offers accordingly.

24/7 support

Elavon are always on hand to help. "Myself and technology don't get on very well, so I needed to know that I could talk to someone for help at any time – in non-technical language. Whoever I talk to understands my business and explains things very clearly."

Overall, the future looks promising. "As my business expands, I have all the data I need in one place. Reports are created automatically, so I can quickly compare sales periods and I don't need to print anything. talech is easy for staff to use and offers all the data analysis I need. I'd recommend it to any business."

Let's work together

Elavon make sure your business gets the right payment solutions that will inspire you to achieve your potential. If you're interested in more details about Elavon's retail payment solutions, get in touch.

We make it possible. You make it happen.



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