

# booklog news

ICRS Edition 2016

A Publication from ComputerWorks of Chicago, Inc.

## Welcome to Cincinnati and the 2016 ICRS

Your friends at Booklog look forward to seeing you at the 2016 ICRS in Cincinnati, Ohio.

Please stop by our booth #529 at the Duke Energy Center to say hi and talk with our sales staff. We hope to see you there!

### MONDAY, JUNE 27

8:00–11:30 a.m. – Trade Show  
1:30–5:30 p.m. – Trade Show

### TUESDAY, JUNE 28

8:00–11:30 a.m. – Trade Show  
1:30–5:30 p.m. – Trade Show

### WEDNESDAY, JUNE 29

8:00 a.m.–3:00 p.m. – Trade Show

## ICRS Show Special

Again this year, Booklog is offering an ICRS Show Special of 15% off software add-ons. To take advantage of this savings, please contact Gwen at 800-977-8212 ext. 224 or by email at [gwen@booklog.com](mailto:gwen@booklog.com).

## Scanner Rentals

Plan ahead to make reservations for our hand-held inventory scanners. These scanners allow you to move through your store and complete inventory by section with ease.

For more information or to schedule a scanner rental, contact Debi at 800-977-8212 ext. 221 or [debi@booklog.com](mailto:debi@booklog.com).



## A Note From the President

Over the last ten months, the Booklog staff has been very busy communicating with all of you regarding the shift in credit card processing, moving from the traditional swipe to the new chip and PIN method of accepting credit cards. Many of you have already made the transition, and others are now getting into the queue following the holiday season — which, I hope, was good for all of you.

Booklog had a good year in 2015 and we're looking forward to another successful year in 2016. One of the highlights for us this year was the opportunity to meet a number of our trade store users at the Book Expo America trade show held here in Chicago in May. We are now looking forward to meeting many of our Christian store owners and staff in Cincinnati for the upcoming ICRS trade show.

In the 2015 holiday newsletter, we introduced you to Isai Alvarado, whom we welcomed to our Tech Support team as of June 2015. Isai has been coordinating our efforts to transition many of our PCCharge customers to Vantiv Integrated Payments/Mercury Payments. In this newsletter, we would like to introduce three additional new members of that team — Will Bulka, Amir Bektesevic and Garrett Krueger.

Will completed a computer science degree from the University of Iowa in August 2015. Prior to entering the tech field, Will spent 10 years working with homeless youth in Chicago. He is currently the vice chairperson and a founding board member of The Lyte Collective, an agency dedicated to ending homelessness in Chicago.

*Introducing our new tech support staff, Will Bulka, Amir Bektesevic, Garrett Krueger and Isai Alvarado.*

Will also enjoys playing music and developing therapeutic virtual reality software in his free time.

Amir is passionate about the field of computer technology and providing customer support. Prior to joining Booklog, Amir was a computer technician and later an IT coordinator servicing a major financial institution. He earned degrees in electronics and computer technology and technical management. Amir lives in Chicago with his wife, Amina, where he enjoys running on Chicago's Lakefront Trail and playing sports.

After gaining over 10 years of experience in retail and customer service, Garrett comes to Booklog in his last year of his graduate program at DePaul University, where he is studying computer science. In his spare time, Garrett likes to paint and write short stories. He also enjoys teaching his dog, Luna, to roll over, and exploring the lesser-known parts of Chicago with his wife, Sara. What excites Garrett most about joining the Booklog team is that it combines his passion for technology, problem solving and helping people.

Isai, Will, Amir and Garrett look forward to responding to your tech support calls and getting to know you. Please continue to share with us your comments and suggestions — they are always welcome and guide us in modifying and enhancing our software. We hope 2016 will be a good year for you and your staff.

— Jean Fishbeck, president



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## New Training Option

We offer a range of classes and training options to help our users take full advantage of the many features Booklog has to offer. This year, we have expanded these options to include on-site training in a new space at our headquarters in Chicago. Each of these training sessions is \$750 per day and can include any range of topics that might be of interest to your bookstore staff. Please contact us at [training@booklog.com](mailto:training@booklog.com) to set up a time for your training session(s). In the future, we hope to offer on-site users groups as well.

If travel to Chicago isn't convenient, we continue to offer on-site training at your store for \$1,000 per day, plus travel expenses for the trainer. Some customers find it useful and cost-effective to share the cost of these trainings with other nearby Booklog stores — hosting a type of informal users group. We love these! If this might be of interest to you, let us know and we will work with you to set up such an arrangement.

We also continue to offer online trainings by appointment to customers. All the classes are \$100 each and include a video of the class. After each class, all the participants get a link to download a video of the entire class that is playable on Windows Media Player. Mac-compatible versions are available on request.

David Wells, the bookstore manager at Western Piedmont Community College, takes classes regularly. He recently commented, "I like the Booklog training webinars: Multiple people can listen at the same time, questions can be asked, and the information that is presented is what you really need to know."

We encourage you to take advantage of the options described above to learn more about the many ways in which Booklog can make your bookstore operations more efficient and financially more successful.

## Customer's Corner

*In this issue of Booklog News, we are pleased to feature Words of Wisdom Christian Bookstore located in Swansea, Illinois. Words of Wisdom has been a Booklog customer since September 2006.*

Words of Wisdom Christian Bookstore is a small, heartfelt ministry focused on bringing Christian resources to the people of Metro East St. Louis. Located in Swansea, Ill., with a population of approximately 14,000, Words of Wisdom is an important part of the Christian community in Swansea and the surrounding three-county area.

Before opening the store in 2006, owners Nancy and Michael Ford had been working together for a number of years as proprietors of a pool and spa company. Their local Christian bookstore had just closed, due to the owner's personal challenges, leaving a void in the lives of many in the area. Fast forward a couple of months; while returning from vacation, they stopped at a Christian bookstore in an outlet mall. It was poorly merchandised and poorly staffed, and upon leaving, Michael commented to Nancy, "We can do this and we can do it better. We can open a Christian bookstore." Now, mind you, Nancy was about to retire from the swimming pool business and concentrate on the 3 Gs in her life — God, grandkids and golf. She prayed about the idea, did some homework, attended an ICRS prospective buyers workshop, and then, six months later, Words of Wisdom was birthed.

The original store contained 1,000 square feet of display and selling space; today that total has grown to 2,200 square feet in what is a beautiful and very well merchandised store. The number of book titles available totals more than 5,500. In addition to a whole wall dedicated to a broad selection of Bibles — including many versions and translations — the store also sells music, DVDs, apparel, jewelry, greeting cards, numerous gift items and a wide array of church supplies. The store is also noted for its diverse collection of gifts for every occasion. One of the exciting recent additions to the store's offerings is a large selection of journaling Bibles and the accessories that go with them.

Almost 15,000 distinct customers have visited the store since it opened. Many of these customers visit the store regularly, not only to purchase a wide array of Christian-related books and gifts, but also to participate in events such as author signings and the



not-to-be-missed annual Kids' Christmas event. This August, Words of Wisdom celebrates their 10th anniversary with a big sale, big giveaways and everybody's favorite, food trucks.

Excellent customer service is a hallmark of the staff that includes Nancy, two full-time and three part-time employees. Every day begins with a time of prayer that covers the work of the staff and for the needs of the store's customers. The staff is known throughout the community for the care and concern they provide every customer — "they treat customers as family." This care and concern was highlighted last year when Words of Wisdom was awarded the Jim Carlson Spirit of Excellence Award by ICRS.

Fantastic, well informed and caring are just of the few of the words which customers use to describe the staff who, in turn, find this store to be a wonderful place to work. One customer wrote in a review that she was "so glad Words of Wisdom is in my area," and another commented, "I could stay all day."

The photo above gives just a glimpse of how well organized the store is and certainly sends a signal to all who enter to "come on in."

Words of Wisdom selected Booklog as its inventory management/point-of-sale system after reviewing other systems "because of its excellent technical support and its integration with QuickBooks." The entire staff at Booklog has enjoyed their associations with Nancy and her staff, and we look forward to

continuing to support their efforts to be an important meeting place and influence within their community.

We encourage other Christian retailers to visit the store when traveling in the greater St. Louis area in order to see what the citizens of Swansea hold so dear.



## Booklog's New Features

Booklog version 12.0 is our current shipping version and represents a major shift in the credit card processing industry to support EMV. To that end, you should have already received notices of our change in supported credit card processors and the required hardware. Although EMV is the big news of version 12.0, we packed many other enhancements into it as well.

### EMV Credit Card Processing

You now have two possible options for processing credit/debit cards that are EMV certified: Verifone Point or Vantiv Integrated Payments/Mercury Payments. Customers currently using Verifone PCCharge or Payware Connect will most likely want to stay with Verifone Point. However, if you do not have credit card processing capability and do not need signature capture, there is also the option to use Vantiv/Mercury instead. Both integrations use required EMV-certified hardware. Point customers have the option of using either an MX 915, MX 925 or VX 805 device. Vantiv/Mercury customers may only use the VX 805. If you already have MX devices for your checkout lanes, the software on these will need to be upgraded, but otherwise, you will not need new hardware. The Verifone VX 805 is EMV-capable hardware that also supports NFC and Apple Pay/Google Wallet at a decent price point, but it does not have signature capture. If you need to add a device to a back-office computer for card processing mail orders, we suggest the VX.

If you currently have an integrated credit card solution with Booklog, you cannot move to Booklog version 12.0 until you've contacted our Sales department, elected one of the processors and hardware options, and scheduled an upgrade. If you need to purchase hardware, Verifone has been very slow in fulfilling orders, and there is a 10-week waiting period due to high demand. The sooner you start this process, the better.

### Gift Receipt Options

Previously, Booklog only offered the ability to print a gift receipt by clicking the checkbox for a gift receipt on the line item in the cash register during the sale. Now, you can also print a gift receipt from the Receipt Reprint window, as well as choose which items to print a gift receipt for from this same window. In addition, we've added the ability in the cash register to consolidate all gift items to one receipt or print single gift receipts for each item.

### Scan Item to Return Added to Quick Return/Scan Receipt Feature

If you've ever returned items to a big box store, you know the process. The cashier scans your receipt, then the items you are returning, and then processes the return. This new option works the same way. If the customer has more than one item on the transaction, the cashier is presented with the option to scan the items or return all. If the cashier chooses to scan the items, a new window appears for the cashier to scan (or type) the SKU of the items the customer is returning. The window checks the item against the transaction and alerts the cashier if the item is not returnable on that receipt. When the cashier is done and the window is closed, only the eligible item scanned is brought into the cash register for the return. Only non-department sales are returnable through this method.

### Also in Version 12.0:

- Automatic notification of outstanding frequent buyer certificates.
- Lifetime sales and month/week sales added to (retail) returns.
- Show/hide closed POs button added to POs and receiving pick-lists.
- Invoices, write-offs, mail orders, special orders and book fairs have been added to Release Locked Records.



### COMING IN VERSION 12.5

#### Vendor Non-Returnable Flag

A flag has been added at the inventory, vendor and purchase order levels to indicate whether an item or items associated with a vendor, or items on a PO, are not returnable to the vendor. Some vendors offer better pricing if you agree not to return to them. Also, some vendors may not allow returns at all or only certain

items. The non-returnable flag helps to ensure that these items do not appear on auto-created returns, and helps you identify items on invoices that are non-returnable to a vendor. There is also a barcode option to add the flag to barcode labels to help identify items on your shelves that are non-returnable to vendors.

### Ability to View Voids Historically

A toggle on the Receipt Reprint window allows you to view voids (shown in red) and reprint the void receipt. In the past, only the reference to the transaction was kept. Now you can view the items that were on the void and payment types associated with the void. There is also an option not to print the void receipt when you void a transaction, and there is a Void Audit report as well.

### Return to Same Credit Card as Original Purchase

Under the Scan-Receipt/Quick Return feature for a customer return, when the cashier processes the transaction, Booklog will look for all credit cards processed in the original transaction. If there are any, Booklog will distribute the refund amount to the credit card payment type and use the stored tokens for the refund, without requiring the customer to swipe a card. There is also an option to bypass the payment type distribution so you can plug your total into financial aid instead. In addition, there is a new button in the Process Payment window that allows you to clear out all the payment type amounts.

### Additional Enhancements

- Added redeemed/issued filter to the Gift Certificate/Card Summary
- Expanded parameters on the Customer Sales Detail report
- Top 50 Customers report added to Reports pick-list
- Print inventory labels from the Inventory Search
- Credit Card Authorization report
- Enhanced Tender Type report
- Mail Order Summary report by date
- Received items by date
- New Cash Register Refunds report
- New Sales Transaction Analysis report for items bought together
- Sub-SKU Listing report
- Sales Sell-Through report



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## Booklog Tech Tips

### Frequent Buyer Programs

Are you looking to reward your core customers or encourage others to become repeat customers? Take advantage of Booklog's ability to create frequent buyer programs that reward customers with credits that they can apply to future purchases. By selecting which departments and products are eligible for the program, as well as what triggers an award, you have complete control of the program. And when this pre-set criteria is met, Booklog will automatically issue a coupon that prints directly from the receipt printer. Booklog's frequent buyer programs can be as simple or elaborate as you wish, and you can have multiple programs running at any given time.

### Email Marketing

Do you want to connect with your customers? By collecting customer email addresses at checkout, you are able to send targeted marketing emails to customers. Once the email addresses are in Booklog, you can create individual marketing campaigns through the Campaign Management screen. The bodies of the emails are fully customizable, and you can determine the criteria that filters which customers are included. Example criteria include customers who have purchased a particular item, customers who have made a purchase in a selected time period, or, if you are collecting customers' dates of birth, a coupon for their birthday.

### Check Your Backups

Don't wait for a brush with malicious software or a hardware failure to check on your backup solution. A good habit to get into is to verify at least weekly that your

automatic backup is running properly. It is also recommended that you establish an off-site backup plan. This is typically done by backing up on a USB drive or some type of cloud-based storage.

### Unlocking Orders

In Booklog version 11.1, we added more functionality to our utility for unlocking POs, and in version 12.0, it's been expanded to include book fairs, invoices, mail orders, returns and write-offs. To use this enhanced feature, note the user that has "locked" the record and the record number (such as the PO number). Next, go to Utilities > Release Locked Records and enter the user, record type (book fair, invoice, PO, PO by item, mail order, return, special order or write-off) and the record number. Click OK. You should get a message that the record has been unlocked. Go back to the record and you should be able get right in. Security restrictions may be set to limit some users' access to this feature.

### Admin Credentials

When you call Booklog for technical support, it is a good idea to have your Windows admin credentials on hand. Booklog staff often need those permissions to work on issues like receipt printers or register files.

### Merging Items

Version 11 now has an advanced option for merging SKUs/ISBNs. There is an automatic merge and also a manual merge, where you can select items you want to merge and how they will merge. Go to Utilities > Merge Inventory. You'll see an option for Merge all Duplicate ISBNs and an option for Manual Inventory Merge.

### Booklog Help

Booklog help can now be found online at [www.booklog.com/help/Booklog\\_Help//Default.htm](http://www.booklog.com/help/Booklog_Help//Default.htm)

