

### **CREDIT WHERE CREDIT IS DUE**

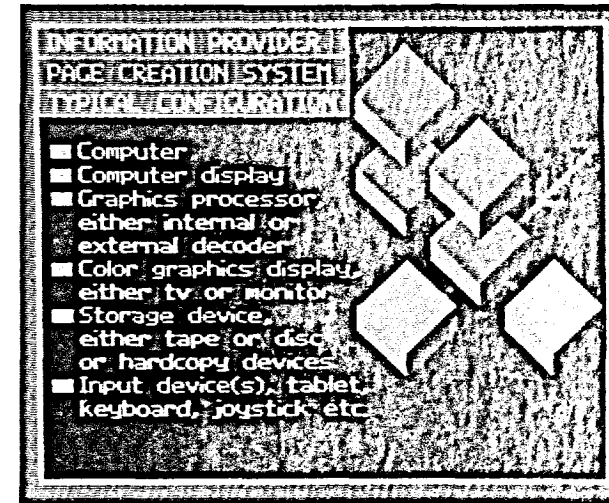
Sears is one of the largest of the Canadian retail chains. As with many businesses which operate multiple retail outlets, it maintains and operates its own customer credit card system. Concluding that it could increase the number of credit card holders by simplifying the process of applying for the cards, Sears recently installed a system to replace, at some locations, the previously tedious process of applying for a store credit card. Using an interactive terminal, based on Telidon technology, the customer enters all the necessary application information, such as name and address directly on the screen. The system asks the customer if he or she possesses a bank credit card and, if so, to enter the number. Based on the information entered in, the store can then process the application.

### **FIRMING UP SOFTWARE SALES**

The managers of one of the largest bookstores on the continent, based in Toronto, had decided to begin offering software products for personal computers, in addition to its regular offerings of hardcover and paperback books.

They quickly recognized that the retailing of software products called for different approaches from those used for books. Customers had to be supplied with a detailed, accurate and up-to-the-minute description of what each software package could do, what its hardware requirements were, its applications as well as information on pricing. The problem was that the field keeps changing rapidly. New software products are flooding the marketplace, and enhancements to existing products are a common and regular feature. A system had to be devised so that information could be painlessly updated and quickly and effectively communicated to customers.

The retailer settled on a Telidon-based system which, as it turns out, performs many more functions than merely providing up-to-date information.



Using a Commodore 64, the company has installed an information retrieval/processing system using a subset of NAPLPS supplied by Avcor Ltd., a Toronto-based firm. It is already changing the way it does business. Using the system, customers can get up-to-the-minute descriptions of software products available for personal computers, including such information as price, descriptions, and system requirements. If the customer chooses to buy a particular software product, the system automatically prints out an order on the spot and handles such administrative details as inventory control. Both customers and the retailer are excited by the results.