

Innovation at Work

An overview by Randy Munnings, President



Company Profile Work Authority by ISECO

ISECO is a national retailer specializing in safety footwear and work apparel. ISECO has 34 retail locations and 25 retail trucks that service

industrial plants and construction sites, bringing the store right to the worker at his job site.

For 68 years, ISECO has been the leader in providing Canadian workers with comfort and safety in footwear that meets and exceeds customer expectations. In September of 2006, ISECO announced that it had changed its name and banner to “WORK AUTHORITY by ISECO”.

work apparel serving Canadian employers, organizations and individuals. As your

partner in health and safety, we provide the expertise, service and managed programs to enable all Canadians to maximize performance and productivity in complete safety and comfort.

ISO Quality – Quality Policy

It is the policy of WORK AUTHORITY by ISECO to provide our customers with safety products that meet or exceed their needs in the areas of performance, reliability, quality, delivery and service at a competitive cost.

Our defined quality objectives are:

- Provide a high level of quality and reliability in our products
- Provide training to all employees to perform tasks competently
- Analyze trends in data for continuous improvement
- Provide services on time to our clients at a competitive price

The policy and objectives are established and reviewed



The name change speaks to a bold new direction for ISECO. For decades, we have been innovating and adding value to help employees and employers work safely. ISECO was the first to bring the mobile safety footwear service to Canadian industry. We were the first to leverage technology to deliver “managed programs” in the form of employee purchase tracking and employee database management. We continue to be instrumental in developing CSA standards for safety footwear.

Mission Statement

WORK AUTHORITY by ISECO is the leading full range provider of premium quality occupational footwear and



through the WORK AUTHORITY by ISECO Management Review process. Management is committed to ensuring that WORK AUTHORITY by ISECO complies with requirements and continually improves the effectiveness of the quality system.

The Challenge

The ability to accept credit, debit and Gift Cards anywhere, anytime.

The Process

We had previous experience with “wireless payment terminals” however the network was unreliable and coverage was inconsistent. Terminals did not support WORK AUTHORITY gift or loyalty card programs. Overall customers were confused and frustrated.

We searched for greater national coverage, a terminal that supported Gift Card and Loyalty Card programs. The terminal needed to accept a choice of payments with reduced transaction times and costs. We also wanted improved cash flow, enhanced safety by reducing risk to drivers carrying cash, and web based POS reporting.

The Solution

The BNA Smart Payment Systems Credit and Debit application met the challenge. The application was highly customizable and interfaced to our Gift Card Program (Givex Gift Card application). It provides detailed POS reporting and multi-language support.

The Hardware – BNA Smart Payments’ Banksys GPRS mobile payment terminal providing multi application support for credit, debit, gift and loyalty cards and future applications. The units are cost effective and standardized for both retail and retail truck locations and also provide “Store Forward” functionality. The carrier – Rogers GSM/GPRS/EDGE Network provides national coverage, is cost effective and has the reliability of the Rogers network.

Lessons Learned

Selecting the proper partners to provide communications and hardware was a key driver to enable our vision.

Choose technology that is Global standard, provides true national coverage and provides for the addition of new applications and functionality. Technology should support and not impede a clearly defined marketing and business strategy. Choose a partner that meets all current and future requirements. Rogers Wireless and BNA Smart Payment Systems have allowed us to accomplish this.

Business Benefits

Debit transactions have increased resulting in fewer Credit card transactions and a reduction in bank transaction charges i.e. debit transactions cost \$0.10 per transaction versus 1.8% (\$2.00) for a Visa or M/C transaction. We no longer need to accept cheques, the average transaction (sale) has increased and the acceptance of Gift Cards gives us the ability to up sell customers. We have been able to introduce a Corporate Authorization Card program which has helped us win some big accounts (Bombardier, Shell and IMP Group).

Our employees find consistent coverage, which eliminates “dropped” transactions and customer frustration. They appreciate the ease of use and our mobile transactions are extremely fast helping us to process customers quicker.

Our Customers appreciate the various payment options we now provide. The mobile transactions are extremely fast and convenient. They appreciate the convenience of the store coming to them and allowing the same payment options as a retail store location.

**For more information on
“WORK AUTHORITY by ISECO”
visit our website www.workauthority.ca**

