

Success Story: Mobile Merchant Sales Professional™

ZsuZsi (zshoo-zshee) Athletic Swim Couture is my company located in Huntington Beach, California.

“PortNexus Mobile Merchant solution, increased my average sale by 200% and made enough money to pay for itself, even before I received my first bill!” says Stephanie Kozowyk, CEO and founder of ZsuZsi Athletic Swim Couture

At ZsuZsi, we developed the SPORTKINI™, which is the coolest marriage between the beach savvy, timeless, flattering bikini and the durability of the athletic swimsuit.



Our product showroom is the local sporting events. At these events, my customers shop in tents trying on our suits which sell themselves on our value (we do not sell on price).

My customers attend events, some of which are remote locations, even on the beach. I noticed that they do not travel with an abundant amount of cash, or carry checkbooks. This presented a problem when my customer had intended to purchase swimsuits, especially in multiples. The more often this happened the more I realized that for me to be ultimately successful, I had to find a different solution.

In the past, this dilemma would have cost me not only the sale, but also the value of being able to provide the best customer service for my new customer. I strongly feel that first impressions are everything, this missing payment link made me feel I could not provide for their shopping needs.

The Mobile Merchant with Trans Act & Verify solved this problem by letting me take cards as their source of payment. Another benefit and convenience my customer receives is an e-receipt, to eliminate hanging onto a piece of paper.

This same solution lets me also send a thank you and a marketing message back to my customer when they go to check their receipt. Eventually this will bring them to my website where we can do more business.

This simple all in one device, increased my business and has even helped me develop a closer relationship with my customers”. I’m still learning all that it can do for me and my business.

This solution is so strategic that I have reconstructed my business model of management and expansion around it. Now I can hire sales people, send them a unit configured which they will be able to use almost immediately.

I will be able to see, teach and manage what my new hires are doing and learn what else they need to know. This one unit will let me control the merchant service and sales remotely, know the customer communications and see the sales activities.

It is the closest I can imagine to being with my sale people on every call. I will expand my business in this fashion, look for ZsuZsi suits near you and ask to see our Mobile Merchant solution.

Yes, I did get my investment back and made money in just 10 days and 3 transactions.

Regards,

Stephanie Kozowyk, CEO

“I couldn’t be happier”.