



Corning Museum of Glass

A CounterPoint of View

The Corning Museum of Glass needed a break. And you have to choose your breaks carefully when you are the world's most comprehensive collection of glass – with more than 35,000 objects. Located in the



Corning Museum of Glass gift shop

Finger Lakes Wine Country region of New York, this unique museum preserves the history and heritage of an art form etched in time.

The Corning Museum of Glass attracts up to 2,500 tourists a day during its peak season. And with over 18,000 square-foot of gift shops to browse through in the GlassMarket, these tourists line up to take home souvenirs of art glass, jewelry, telescopes, paperweights, and more. The museum gift shop processes an average of 700 to 1200 transactions per day.

“We can have 20 or 25 buses arrive within minutes of each other,” says John Fish, Retail

Technology Supervisor for the museum. “When that happens, we go from 200 visitors to over 1000 visitors. Our 21 registers can be six to eight people deep, and we’ll generate 300+ transactions per hour.”

The museum was using a system that John admits had good point-of-sale features, but gave them no control over their inventory. “Believe it or not, we had no idea of our inventory values. We had to have numbers we could trust.”

So Retail Control Systems, an Authorized Synchronics Dealer, presented the museum with CounterPoint – a point-of-sale and inventory management solution. And for the first time in over a year, the museum’s inventory control was crystal clear. And how does CounterPoint rate at the register? “Our employees love CounterPoint,” says John. “The ease of use makes it a plus for us – we can train sales associates to operate a register in 20 minutes. And the through put time is fantastic. CounterPoint keeps our lines moving – which improves our customer service and total sales volume. In our busy summer months (June, July, and August), we can expect over \$1,800,000 in sales from our gift shops, so you can imagine how important it is that we have a system that doesn’t slow us down.”

What’s in the crystal ball for the glass museum? Implementation of CounterPoint’s built-in Touchscreen Ticket Entry and an online store that uses CPOnline, CounterPoint’s integrated ecommerce solution. The museum’s online store, glassmarket.cmog.org, has its grand opening planned for June 2002.

The Corning Museum of Glass was fortunate to find CounterPoint – a retail system that accurately reflects their inventory. And when you are in the glass business, those are the lucky breaks!

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