

National Council of Jewish Women: Thriftique

Executive Summary

Community Partner

Patricia Tasgaris

Student Consulting Team

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Background

The National Council of Jewish Women Pittsburgh is a chapter of the NCJW founded in 1893. They have over 2000 volunteers, members, and supporters that contribute to the organization which is located in Lawrenceville, Pittsburgh. The chapter is at the forefront of confronting progressive issues and has instantiated several programs and projects to support their mission of helping women, children, and families in need. Within the chapter, they have a social enterprise resale shop called “Thriftique” which is a store that receives community donations of clothing and household items and resales these items. The money generated from Thriftique is used to help fund community projects, community outreach, and partnership support, and provides employment opportunities for young adults moving towards self-sufficiency.

Project Description

Project Opportunity

We identified three main points that Thriftique: they manually analyzed their sales, they did not actively communicate with their customers, and they were experiencing decreasing sales due to the pandemic. While Thriftique uses Clover as their point of sale system, they do not analyze their data there. Therefore, a project opportunity would be to teach Patricia how to operate Clover analytics. Another project opportunity is to create a more accessible way for customers to receive news from Thriftique, as well as create a loyalty program to track customer information. Last but not least, a third opportunity is to offer an online shopping feature for Thriftique to allow customers to purchase stuff without coming into the store.

Project Vision

For the first objective, we finalized that creating written and video documentation would allow the staff to learn how to operate Clover analytics. It would also be helpful for future employees to refer to these documents. After understand what information is useful for sales analytics, we created the tutorials that are most relevant to her use cases. For the next objective, we created a QR code and Linktree that customers can easily access. We also integrated a loyalty program known as LoyalZoo into Clover so that Thriftique can easily send announcements to registered customers and promote the store. Finally, we set up Depop, an e-commerce platform.

Project Outcomes

The team taught Patricia how to use Clover, which has assisted in allowing Patricia to better understand her sales analytics software. She has even stated that this documentation has “made it possible for [her] to get more useful information out of the POS system that I already have”. The team also extended her store to Depop to promote e-commerce. We have provided her with resources to help her grow and expand her online presence. Thriftique has also gained more exposure through the online giveaway the team has set up where there were over 100 entries. Lastly, with the QR code that links to their newsletter and setting up LoyalZoo, her new rewards program, customers have been encouraged to come back to the store.

Project Deliverables

For our final project deliverables, our team created a Google Drive folder that contains 17 videos, 16 written tutorials, and 6 additional resources we have found online. In these resources, our team has taught Patricia and her employees how to use Depop, LoyalZoo, and Clover. In addition, we created two QR codes, one so customers can sign up for their newsletter and one that navigated to the LinkTree we have created. The team has also created and set up the client’s Depop account and also set up a social media giveaway on her Instagram.

Recommendations

For analytics, we strongly suggest that Patricia continue to use Clover analytics to help maneuver business decisions for Thriftique. We believe that coming up with new events and analyzing their trends will be helpful for Thriftique to measure the success of those events. As for customer relationship management, Thriftique should engage with their customers and send them updates regularly. Thriftique should also consider options to strengthen relationships with customers by hosting volunteer events to reiterate Thriftique’s mission. Finally, for marketing strategy, Thriftique should focus on branching out to newer customers, and some ways to do that include having discounts when a customer brings a friend in or when a customer posts on their social media tagging Thriftique.

Student Consulting Team

Sara Missak served as the project manager. She is a third-year in Information Systems with an additional major in Computer Science going to intern at Google this summer. Sara is looking forward to working as a software engineer after college.

Chanaradee Leelamanthep served as the quality assurance lead. She is a third-year in Information Systems with an additional major in Statistics going to intern at Okta this summer. Chanaradee is looking forward to working as an analyst after college.

Stella Yan served as the client transition and client relationship manager. She is a third-year in Information Systems with an additional minor in Human-Computer Interaction going to intern at Citi Bank this summer. Stella is looking forward to work as a Product Manager after college.