

GNC Forges Its Future with Xenia's Next Generation POS and Customer Experience Platform

GNC, a global leader in health and wellness products, today announces their partnership with Xenia Retail to deploy Xenia's Enterprise Point-of-Sale (POS), Mobile Point-of-Sale (MPOS) and PayStation products across their fleet of stores in North America and Canada; establishing a technical foundation for GNC's future and enhancing the relationship they have with their consumers as part of a comprehensive omni-channel strategy.

"The consumer is at the center of every decision we make at GNC, and we are committed to elevating the consumer experience wherever they are interacting with us," said Scott Saeger, Global Technology Officer for Pittsburgh-based General Nutrition Centers. "We selected Xenia's Modern Commerce Suite to support aligning and expediting our omni-channel initiatives, and to respond to consumer expectations for seamless, convenient and hyper-focused, personalized shopping experiences."

According to Saeger, Xenia's cloud-native and modular design platform of retail microservices and omni-channel Cloud Cart were key factors as GNC considered how to blend digital into their brick & mortar stores to achieve a 360-degree view of their consumers, and provide a single, common experience, regardless of channel.

"The core of Xenia's capabilities are extremely robust, and the platform is exceptionally sophisticated and agile which is empowering GNC to meet both our short and long-term goals, and delivering immediate value to our business and our customers," said Saeger.

With a zero-touch, cloud-based deployment service, GNC has implemented Xenia at 546 stores in the United States, as well as an additional 40 stores in Canada during the first 30-days of the rollout. The remaining implementation is set to ramp up in the coming weeks, with the remaining 2,300+ stores fully deployed before the end of Q1 2021.

"Speed-to-market has been a key focus of GNC since we met the team in May of last year." said Troy Stelzer, CEO of Xenia Retail. "By early July we were deploying MPOS and our Pop-Up Managed Service to support the first of 10 experiential events across the U.S. as Proofs of Concept (PoC) to build trust and confidence between GNC executives, the Xenia products and our team. This shared sense of urgency led to a completed integration effort in just 24 weeks and full system deployment to stores starting this Spring."

Beyond mission critical point of sale, the Xenia platform and products are enhancing GNC's omni-channel capabilities in 2020 to enable Buy Online Pick-up in Store (BOPIS), Ship from Store (SFS), product subscription, digital receipts and an enhanced loyalty program.

"It's an honor to have GNC entrust us with their stores and the relationships with their consumers, and we look forward to the next several years working together to challenge the status quo and explore new ways to deliver value at every touchpoint consumers have with their brand," said Stelzer.