

How UNTUCKit Simplified Store Operations by Bringing POS and Payments Together

Faster support, easier store openings, and a simple rollout across 88 locations

UNTUCKit is an apparel retailer operating 88 stores across the US, Canada, and the UK. With a growing store footprint, the brand relies on store technology that is reliable, easy to support, and simple for associates to use.

Why NewStore

UNTUCKit has run its stores on NewStore for years, with NewStore POS orchestrating nearly all aspects of in-store operations. Associates use it every day, from inventory management and customer engagement to mobile checkout.

Featured Use Case

Payments

Impact

88 stores

rolled out by one project lead

Reduced support resolution time

3–5 days →

1–2 days

Payment devices per store reduced by 50%

4 devices →

2 devices

Payment processing, however, was still managed separately. A third-party processor operated alongside NewStore, leaving payment support, device management, and troubleshooting outside the system that ran the rest of the store. Resolving a payment issue meant coordinating between two providers, and that back-and-forth could take three to five business days.

When NewStore Payments, built on enterprise-class technology from Stripe, launched in 2025, UNTUCKit was among the first retailers to adopt it. By bringing payments into the NewStore platform, the retailer established a single point of accountability with complete visibility into every transaction.

Fast Adoption with Minimal Friction

UNTUCKit initially introduced NewStore Payments in three locations before rolling it out across the full fleet. As part of the pilot, the team opened new stores with NewStore Payments the week before Black Friday and Cyber Monday, putting the system through the highest-volume period of the year. It performed flawlessly, giving UNTUCKit the confidence to move forward with the full rollout.

There was no new workflow for associates to learn. Critical business functionality, including offline mode, remote cart, and multi-tender transactions, continued to work exactly as they already knew.

Implementation progressed in groups of about ten stores every two weeks, alongside the team's other responsibilities. Each group joined a single onboarding call to complete the setup. The process was so intuitive that, while the project lead was still presenting, associates were already connecting devices and processing live transactions.

”



"The majority of stores on the call were already onboarded and ready to transact before I even finished. They connected to the devices and hit the ground running as soon as the call was over."

Jason Lerman, VP of IT and Systems, UNTUCKit

That ease of implementation made it possible for a single internal project lead to bring all 88 stores onto NewStore Payments while continuing to support the rest of the business.

Reduced Operational Complexity

UNTUCKit had set two priorities for the year: reducing complexity and reducing the number of vendors to manage. Bringing payments into NewStore moved both forward at once.



One support team

Unified vendor support reduced issue resolution times from three to five business days to one to two. The difference is one team accountable from start to finish.



More flexible checkout

Associates kept the workflows they already knew, while Tap to Pay on iPhone gave customers another way to pay. Instead of being tied to a specific payment device or checkout location, associates can accept payments wherever it's most convenient, helping keep lines moving during peak periods.



Simpler store openings

Opening a new store no longer means managing POS and payments separately. Instead, payment setup is built into the same NewStore store-opening checklist, so everything is configured as part of a single rollout.



Fewer devices

With payments no longer locked to a one-to-one device pairing, UNTUCKit reduced the payment devices in each store from four to two, with less equipment to track, charge, and replace.



"Technology shouldn't be seen or heard. It should just work. Nine months in, that is exactly what we have with NewStore Payments."

Jason Lerman, VP of IT and Systems, UNTUCKit

What UNTUCKit gained wasn't just a new way to process payments. It gained one less system to manage. The impact isn't visible in a single transaction. It shows up over time—in faster store openings, simpler support, and more hours spent running the business instead of managing the technology behind it.



"We're using the full NewStore platform, so adding payments made the experience feel more cohesive. It became one connected store operation instead of another separate system to manage."

Jason Lerman, VP of IT and Systems, UNTUCKit

Payments should be the easy part. Learn how POS + Payments in one system can reduce complexity across your store operations.

Get In Touch.

teamsales@newstore.com
NewStore.com

