

mothercare

ebizmarts | POS

# Case Study: No teething problems

Seamless ebizmarts POS integration  
closes cross-channel sales for Mothercare  
Ireland



## 🔍 Summary

In the last few years, the baby and childcare sector experienced a massive online retail boom with large conglomerates successfully stocking and selling childcare wares. This, coupled with many high-street stores and even service station forecourts also stocking childcare products, prompted Mothercare to adopt a new approach to retail by employing a system that could connect their physical and online stores to deliver a better product experience for customers both digitally and instore.

## ❓ About Mothercare

An Irish family owned company that have been in business since 1992, Mothercare Ireland are the largest retailer of nursery and childcare products in Ireland. They currently have 15 stores across the country. Part of the Mothercare franchise, Mothercare is the leading global retailer for parents and children with 1300+ stores across 56 countries.

## No teething problems

Ahead of their competitors, Mothercare Ireland offer consumers a much more connected shopping experience by harnessing instore and online features via the ebizmarts POS iPad app

### The challenge: creating forward-facing commerce

With big eCommerce conglomerates homing in on the lucrative childcare sector, Mothercare wanted to offer consumers a different and much more personal product experience. One that involved a tangible approach to inventory that could empower consumers to make much more informed product decisions online and instore.

Building on Mothercare's successful online store, Mothercare Ireland were the first in the franchise to look for an improved way to enhance their fantastic product range cross-channel.

Getting ahead of the game and FMCG competitors meant using a digitally-led strategy

that could close sales in a new, forward-facing way. Mothercare Ireland wanted to employ a solution that could:

- Enable customers to pivot onto the digital channels while instore
- Enable endless aisle functionality
- Capture a different demographic of consumer revenue that might otherwise be lost
- Connect easily to third-party suppliers
- Maximise instore email sign-ups

*“The solution means we can benefit from maximum commitment from a customer on any given day.”*

Ben Ward, Commercial Director,  
Mothercare Ireland

## The Solution

Mothercare Ireland chose to partner with ebizmarts POS to realise their retail ambitions.

Integrating with their existing Magento Instance, ebizmarts POS provided a seamless and almost immediate solution to Mothercare Ireland’s online and instore needs.

ebizmarts POS, functioning as an iPad app, synchronised the company’s online catalogues with instore inventory into one easy-to-manage system that can be accessed by Mothercare staff on the shop floor, helping to improve every shopper’s experience through a more dynamic approach to retailing:

- Easy and multiple shipping options
- Effective instore product demos that showcase features and benefits
- Dynamic iPad app enabling staff to move around the store with the customer
- Endless aisle functionality ensuring a sale is never missed

Importantly, the iPad solution also makes it easy for customers using Mothercare’s loyalty programme to redeem digital vouchers or gift codes instore, breaking down barriers that have usually prevented customers from purchasing instore.

## The Result

Ben Ward, Commercial Director for Mother Ireland notes *“using the iPad as a sales mechanism means our shop floor staff can deliver a true and consistent product experience to each and every customer that includes our entire product inventory.”*

Marrying up the digital and instore experience has made a significant contribution to the business in terms of everyday operations, sales uplift and digital presence. Ben continues, *“from an accounting and reporting perspective, ebizmarts POS has been massive for both digital and instore sales, and the two channels are working as one powerful, readily available product range.”*

ebizmarts POS has changed the way people buy instore, enabling Mothercare Ireland to process thousands of orders per month.

Ben concludes: *“I’d 100% recommend ebizmarts POS. They’re fair, great to deal with and we benefit from their good response times every day. I couldn’t ask for a better eCommerce partner.”*

