Case Study: From pen and paper to centralising data

ebizmarts POS maximises every transaction for Peppermint

peppermint

ebizmarts | POS

Summary

Before partnering with ebizmarts, Peppermint were attending events equipped with pen and paper for processing orders. Weighed down with admin and expensive overheads, they wanted a solution that could process orders digitally while also freeing up their staff on the event floor to connect their products to their customers in a dynamic way, moving away from cataloguing. Using ebizmarts POS iPad application at events has meant Peppermint are able to process more orders.

About Peppermint

Founded in 1993, the first Peppermint store was established in south east London. Retailing premium nursery and children's wear, Peppermint is all about being forward fashion; fashion-led customers looking for fashion-led baby equipment. Peppermint's buyers focus on offering the best and most innovative products and they now retail in two London stores as well as 3 baby shows throughout the year.

From pen and paper to centralising data

For Peppermint, the premium children's wear retailer, being able to process face-to-face orders quickly and efficiently was becoming more and more important.

The challenge: processing more orders, more quickly

Peppermint's online and offline activities were siloed, separate and slow. But business was growing at a significant rate.

The baby shows they attended were becoming increasingly important, too, but staff were processing orders with pen and paper, which was proving time and cost inefficient.

This, as well as the need to collect and centralise customer data drove Peppermint to change their operations. They wanted a system that:

- Could easily record customer details
- Added customer details to an easy-to-view and easy-to-manage database
- Empowered sales staff by taking them away for the counter onto the event floor to enable fluid product demos
- Engaged customers online while they were instore
- Enabled easy mail sign-ups

Peppermint tendered for a system that would enable them to process more orders more quickly at the industry shows, freeing up valuable staff time and effectively connecting products to customers.

"The ebizmarts integration was incredibly smooth and they're always on hand to help - a big plus in a world of apps and support desks!"

Daniel Terminello, Managing Director, Peppermint

Daniel Terminiello, Managing Director of Peppermint explains, *"the events business is very fast moving, and we were keen to improve our face-to-face customer experience, so shoppers could see exactly what they're buying, enabling a much more dynamic – less catalogue – approach to selling."*

The Solution

Peppermint believed their retail experience couldn't revolve around digital alone. Daniel comments, *"I feel there's often a disconnect with products on a digital store and there's an element of disconnect instore too. We wanted to find a way to truly connect our products with our customers, complementing the best features from the instore and digital shopping experience."*

Peppermint chose to partner with ebizmarts POS to consolidate and synchronise their physical product catalogue with their online store.

The ebizmarts POS solution works as an iPad app, seamlessly converting the iPad into a digital point-of-sale that can moved around event and shop floors by staff with ease.

The Result

Peppermint's first event using the ebizmarts POS iPad app resulted in a 25% increase in sales with an incredible uplift in incremental revenue.

Mail Chimp integration means each event now benefits from 55-60% of new customers agreeing to sign-up to Peppermint's mailing list, which results in further engagement and follow-up purchases.

Staff are able to showcase products via demo on the event floor, too, maximising every interaction and transaction.

With a 25% increase in sales, ebizmarts POS is maximising every transaction for the Peppermint team.

Daniel concludes: *"We physically couldn't service our customers before ebizmarts POS. Now, our transaction times are fast and more accurate than before. We are now delivering orders in the same amount of time it took to process them. As a system it is so intuitive; simplicity of transactions, simplicity of the iPad application, simplicity of everything."*

The Peppermint team first introduced ebizmarts POS for event product management but have since pushed it to into all other channels of the business

ebizmarts | POS