



ebizmarts | POS

Case Study: Meeting Customer Demand

Silentnight leverage ebizmarts POS to implement a connected instore shopping experience





🔍 Summary

In May 2017, Silentnight opened its first flagship showroom in Manchester's Trafford Centre. Experienced in traditional B2B commerce, Silentnight's business model had recently shifted towards B2C sales, and the new showroom needed to accommodate this by delivering consumers an exceptional instore experience that included the swift delivery of product information to instore associates, seamless orders and instore payment acceptance.

❓ About Silentnight

Household name and good night sleep custodians, Silentnight have over 70 years heritage in British bed and mattress manufacturing. Based in Lancashire, the sleep brand is renowned for the amount care and attention it puts into creating its outstanding, British-made, product suite. Chosen by consumers who value innovation and who appreciate quality service, Silentnight is a recognised UK 'superbrand.'

Meeting customer demand

The UK's leading bed manufacturer wanted to strengthen their customer-facing business model with a point-of-sale solution that could synchronise its online catalogue with its instore product suite.

The challenge: integrating B2C sales instore and online

Ultimately, in order to adapt Silentnight's business model to align with and meet the current needs of today's instore shoppers, the business needed a POS supplier that could synchronise its online catalogue with its extensive instore product suite of beds and mattresses.

The Trafford Centre store needed to benefit from a POS solution that could easily integrate with their existing Magento eCommerce platform to help deliver an exceptional shopping experience. One that would enable consumers who walked into the flagship store to receive up-to-date

product information, informed customer service associates, a seamless order and checkout experience and quick, fully integrated, payment processing.

The Solution

The hunt for a preferred POS solution ended when Silentnight partnered with ebizmart's. Already a Magento retailer, integrating with ebizmart's POS was quick, easy and secure. Through partnering with ebizmart's, Silentnight also benefited from integrating with PayPal Here – PayPal's mobile card solution – to process consumer payment in the Trafford Centre instore environment.



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Phil Turner, Ecommerce Manager,
Silentnight



ebizmart POS

ebizmart POS is an iPad app that enabled retailers to consolidate and synchronise the online and physical point-of-sale enabling:

- Experience and service-focused shopping Integrated customer service, sales, merchandising, inventory, and enterprise resource planning
- Customer profiling and targeting
- Cross-channel searching and purchase
- The capability to understand, quantify, and review communication with customers
- Smart order creation, shipping options and return management

Phil Turner, Silentnight Ecommerce Manager, comments *“the ebizmart POS and PayPal Here joint solution has been easy to set up internally and has plugged straight into the existing payments infrastructure.”*

The power of Magento perfectly lends itself to retailers like Silentnight who need the convenience of online retailing in the offline environment.

The Result

For Silentnight, the partnership has realised its B2C ambitions.

Now able to sell products instore that were previously only available online, they can offer shoppers a modern retail experience; from products and pricing information to taking

requests, redeeming coupons, orders and returns. All of which is managed via ebizmart POS.

About the connected approach, Phil says: *“Taking advantage of the joint solution being offered by ebizmart POS and PayPal Here has meant that we can now sell direct to customers through our flagship showroom. When it comes to giving customers product information, taking orders, and taking payments, we can do everything from mobile POS systems instore. This also means that customers can also buy in-store and online seamlessly.”*

For the 5,000ft showroom, the portable nature of the iOS-compatible solution also means that Silentnight can offer unparalleled customer service.

Phil concludes, *“it has enabled the company to offer a more fluid and enhanced shopping experience for customers – particularly as we operate over quite a large shop floor. For this reason alone, the mobile aspects of the ebizmart POS for Magento solution have enabled us to save customers time when it comes to answering their questions; finding products that suit their needs; and taking payments – we’ve been able to do everything from the touch of a button.”*

With Silentnight and PayPal Here, ebizmart look forward to continued success for the sleep brand for the next 70 years and beyond.

