

Case Study

Giftshop Retailer

Based in Mickleover, The Alphabet Gift Shop opened its doors for the first time in November 2008. Originally a wholesale gift business the addition of a retail arm seemed a logical next step for the business and it has now become a **very successful** giftware retailer. Alphabet Interiors opened in 2011 and a third shop is due to open shortly which will encompass a brand new coffee shop.

The Alphabet Gift Shop initially opened with a basic till and is now selling over **18,000** product lines across its two outlets. Sue, who owns the company, said "We needed something that would handle our large range efficiently and found that Intelligent Retail's **Giftware Connect** was a great fit for the business."



The fact that the stock is integrated with the website makes my job so easy, it's just a simple drag and drop



www. + amazon + e!y + = £

Telephone: 0845 6800126

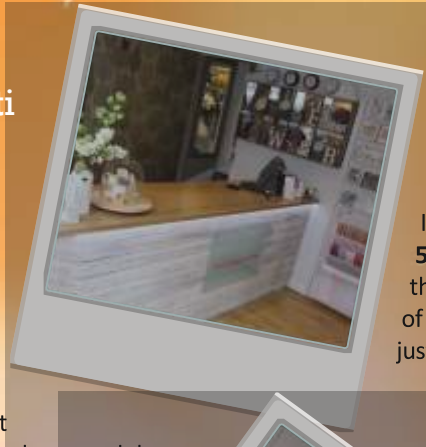
intelligent retail
refreshingly simple multichannel

Great website integration with multi channel, such a breeze!

Vicky, who, amongst other things, runs the online side of the business, said; "The fact that the stock is integrated with the website makes my job so easy, it's just a simple drag and drop; Connect does the rest for me. Plus it **updates my stock levels** immediately too and that is invaluable"

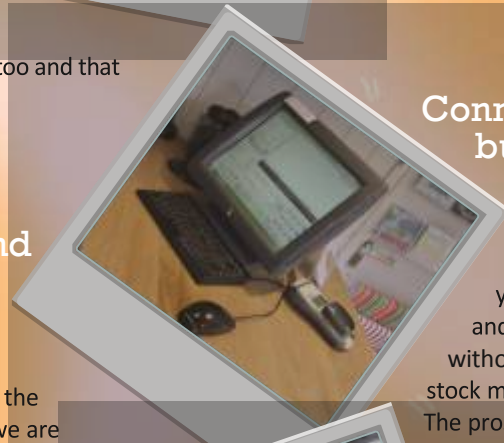
It's always up to date and well supported

"Connect automatic updates means that the software version is always up to date. The support behind the scenes is also so reassuring; we know we are being taken care of and if we have any questions the **friendly Intelligent Retail team** are just a phone call away. We like the fact that speaking to a person makes it so much more personal."



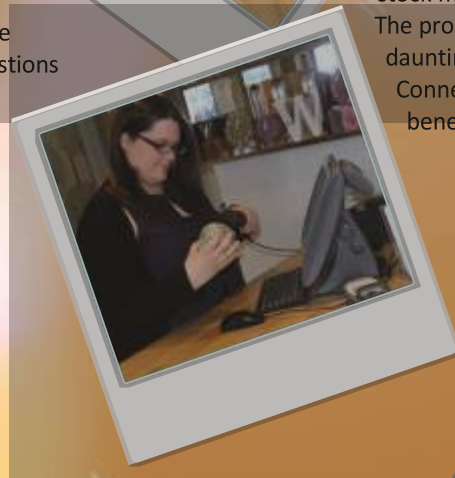
An amazing 50% increase in online sales

Before moving over to the Connect system Sue did have an online presence but since taking on the Integrated Connect Multichannel she has seen a massive **50% increase in online sales** and is looking forward to this trend continuing. She went on to tell us that the ease of use and intuitive functionality of the web services has just made the growth phenomenal.



Connect: "I wouldn't run my business without it"

To sum things up Sue said "Our Giftware Connect is really easy to use, very intuitive and offers so much more than you would expect. It really is a powerful tool and I wouldn't like to be running a business without it with a single site. Having two sites, the stock management system would be a nightmare. The prospect of opening a third shop would be daunting without Connect. Really glad we chose Connect from the beginning as it has been a real beneficial and **cost saving tool in the business.**"



Come and ask us about Connect.

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