



# NITROSELL

Integrated eCommerce  
Customer Solution Case Study



## Baby/Toddler Retailer Rockets Web Hits and Revenue While Cutting Task Times

### Overview

**Country or Region:** United Kingdom

**Industry:** Multichannel retail

### Customer Profile

Kiddisave's active marketing and attention to customers helped it grow to 7,000 SKUs and 500 sales daily, the largest baby and toddler retailer in the United Kingdom.

### Business Situation

Growth brought complexity in tracking stock, purchasing, and paying vendors. The Web developers couldn't provide adequate Web stats or business facts.

### Solution

Microsoft Certified Partner Synchronicity LTD installed Microsoft Dynamics Retail Management System (RMS), NitroSell Integrated eCommerce, and extensive bespoke Web and operational upgrades.

### Benefits

- Each online sale averages £15 higher.
- Webstore revenues up 60 percent.
- Daily Web hits rise from 700 to 6,300.
- Definable reports let family continue to manage more-complex accounting.
- Tasks that took hours now take seconds.
- Three to five hours are saved daily in customer service.

“NitroSell has completely transformed our Web business in every way. We used to get 450 to 900 hits per day. Now that's up to 6,300 and growing every month.”

Dean Smith, Operations Manager, Kiddisave

Kiddisave is the United Kingdom's largest independent retailer of brand-name baby and toddler equipment, nursery furniture and accessories. It has grown to 23,000 square feet selling 7,000 items, plus space for its webstore, which sells 2,200 items. Overall transactions are 500 daily. Three years ago, however, owners needed better stock control and at-will visibility for wiser purchasing. Synchronicity LTD (Syncro-IT), a Microsoft Certified Partner, installed Microsoft Dynamics Retail Management System 2.0 (RMS) for full operational management. NitroSell Integrated eCommerce software and services followed. Syncro-IT enhanced both products for optimum Web visibility and two-way connectivity to social media, email and text marketing. Daily Web hits shot up 9X to 6300, each Web sale is now £15 larger, and online revenue grew 60 percent last year. This also increased in-store customers, and several timesaving features save staff hours each day.



“Many retailers don’t grasp that a wisely designed webstore will increase foot traffic. We get new customers buying new products inside three days. They walk in asking for what we just put online.”

Dean Smith, Operations Manager, Kiddisave

The many lines at Kiddisave include versatile travel systems to enable baby mobility and put safety first.



## The Company

[Kiddisave](#), UK’s top independent baby and toddler retailer, is outgrowing its old outfits. Once cozy in 17,000 square feet, this multi-channel retailer added another 5,000 square feet, then acquired space to accommodate its expanding Web business. The store averages nearly 300 transactions daily.

Besides excellent prices, high customer service, and its seemingly endless selection of nearly 7,000 SKUs, Kiddisave credits much of the new revenue to its new NitroSell Integrated eCommerce webstore, which sells 2,200 SKUs and ships 200 boxes daily.

Dean Smith, Operations Manager at Kiddisave, says, “I use every possible avenue to become more profitable. A NitroSell webstore is the only logical way a retailer should attack Web sales.”

## Previous Business Situation

“Growth proved our merchandising, pricing, and product choices were doing well,” says Smith. “But as stock grew, we needed better inventory control. Our Web hits were doing

just okay, but our previous Web agency couldn’t meet our growing information needs.

“We need more business knowledge than most Web teams can deliver. We couldn’t do search engine optimization (SEO). We extensively—and expensively—used Google AdWords, yet we couldn’t tell which search terms converted into actual sales. You can’t optimize a process without knowledge.

“To grow into a unified, well-run multichannel retailer, we needed better operational data from definable reports about each item’s ebb and flow, and our dynamic costs and profits. We needed faster response to changing market and product conditions. And we needed those reports to clearly tell us what worked and what didn’t work in our webstore.”

## The Solution

To tighten inventory control and purchasing accuracy, the Smiths reviewed Microsoft Dynamics Retail Management System 2.0 (RMS) as tailored by Synchronicity LTD (Syncro-IT), a Microsoft Certified partner. Its thorough retail capabilities persuaded Kiddisave to sign Syncro-IT to provide, install, and support Microsoft Dynamics RMS and all hardware.

Smith explains, “We knew the Web was a huge market, but we hadn’t grasped it was accessible to us. We didn’t think any retailer could master it as we are now learning to do.

“After Microsoft Dynamics RMS began delivering results, Syncro-IT installed NitroSell Integrated eCommerce. Within a few hours, our webstore was up and running smoothly.”

“NitroSell and Syncro-IT gave us the tools and educated us. NitroSell software and services come with inherent SEO benefits, but Syncro augmented and strengthened these with many bespoke optimizations.

“Online business is 60 percent higher this year, and our average Web sale is £15 more. Our webstore is the best-looking and easiest-to-use in the industry.”

Dean Smith, Operations Manager, Kiddisave

Smith says NitroSell's one-page checkout makes other site's complex checkouts “annoying” by comparison.

“Now, custom ‘feeds’ to social media show off products and pull shoppers into our webstore site for sales conversions.”

Because NitroSell eCommerce lends itself so readily to customizations, Syncro-IT has enhanced Kiddisave's webstore many ways:

- Webstore-to-courier integration now sends orders into the courier's software at their dispatch hub. Shoppers get a text advising of arrival time, then confirm or rearrange.
- For products where child safety is crucial, shoppers must play an instructional video on-screen, or purchases won't complete.
- An on-screen “magnifying glass” enables close-up views, so customers can inspect products in high-definition detail.
- Syncro optimizes the webstore for search engines and social media, and manages Google AdWords.

Syncro also does Kiddisave's art, Web design and development, and weekly newsletters. Smith adds, “Whatever we want from Syncro-IT comes around quickly.”

## Business Benefits

He says, “NitroSell eCommerce and Microsoft Dynamics RMS—along with Syncro-IT's optimizations of both products—pushed Kiddisave from a place in the top ten to being the largest independent baby retailer in UK.”

“Starting with enabling our site's superior design, then by putting more pounds in our pockets, and now by having highly malleable reports to light our path, NitroSell and Syncro have evolved our Web business in every way.

“Online business is 60 percent higher this year, and our average Web sale is £15 more. Our webstore is the best-looking and easiest-to-use in the industry. Compared to NitroSell's new one-page checkout, other webstores are just annoying.

“NitroSell has completely transformed our Web business in every way. We used to get 450 to 900 hits per day. Now that's up to 6,300 and growing every month. We know better how to convert visitors to customers, why they buy, and what search terms brought them in. Syncro-IT's managed Google services gave us the insight we need.

“We save uncounted hours using Syncro-IT's import module to get new products in RMS fast. That data entry used to be a long chore. Now it's now literally seconds. Then NitroSell sends all products to Google and the Web. We manage six or seven times our previous number of products on the Web in less time.

“Many retailers don't grasp that a wisely designed webstore will increase foot traffic. We get new customers buying new products inside three days. They walk in asking for what we just put online. It's also the safest way retailers can test-market new products.

Home | My Account | View Basket | Checkout | Advanced Search

Sale Enquiries: 01922 643 572

3 items £127.67

Enter Keyword Search

Brands Bathtime, Babycare & Safety Car Seats & Carriers Cots, Beds & Furniture Highchairs, Feeding & Steriliser Pushchairs, Buggies & Travel Systems

Please login if you have an account.

Your Billing Address

Title: \*  
- SELECT -

First Name: \* Last Name: \*

Company Name:

E-mail: \* Telephone Number: \*

Confirm E-mail: \*

Address 1: \*  
Address 2: \*  
City/Town: \*

Country: \*  
United Kingdom

Zip / Postcode: \* State/County: \*

Fax Number:

Join the Kiddisave Ltd Mailing List

Select Format:  HTML  Text

Your Kiddisave Account

Choose Username: \*

Choose Password: \* Confirm Password: \*

No thanks, I'll create an account later

Shipping Address

Ship this order to the billing address above

Please add any comments or requirements with respect to your order

Web Store Coupon  
If you have a WebStore Coupon code, please enter it here:

Shipping Method

Select below how you wish to ship your order.  
Please confirm your full shipping address, including state and country details!

Gift Voucher  
If you would like to apply a gift voucher to your order, please enter the number here:

Please select how you wish to pay for your order below:  
We accept the following credit/debit cards: Visa, MasterCard, Switch.

Basist	DESCRIPTION	QTY	TOTAL
	Fisher Price Healthy Care Lion Booster	1	£22.97
	Obaby Sophie Swinging Crib Natural	1	£66.75
	Britax Cosy Toes	1	£37.95
	Shipping (to be calculated):		£0.00
	VAT (inclusive):		£18.78
	<b>Total Cost:</b>		<b>£127.47</b>

Verified by MasterCard VISA MasterCard  
MasterCard SecureCode payer authentication password during the following checkout process.

Your Card issuer may prompt you for a Verified by Visa or MasterCard SecureCode payer authentication password during the following checkout process.

Card Holder Name: \*

Card Number: \*

Expiration date (MM/YYYY):  
- SELECT - - SELECT -

CCV Number: \*What is this? \*

For Switch/Maestro Cards Only:  
(Switch) Issue Number: \*

Start date (MM/YYYY) (if applicable):  
- SELECT - - SELECT -

Make Payment

## “NitroSell eCommerce and Microsoft Dynamics RMS—along with Syncro-IT’s optimizations of both products—pushed Kiddisave from a place in the top ten to being the largest independent baby retailer in the UK.”

Dean Smith, Operations Manager, Kiddisave

“We save another three to five customer service hours every day by enabling customers to track their own orders.

“Traditionally, my mum did all our accounting. Today’s products, customers, vendors, staff and income have multiplied many times, yet our reports are so clear and obedient to her needs that she still does it all.”

Smith’s plans to dominate the market don’t stop. “We are fairly recent arrivals to Twitter and Facebook, so we update them hourly. Soon we’ll be on them constantly. Customers assimilate and act on these personal, short-burst communications.”

Plans this year include a Syncro-IT integration to eBay and Syncro’s mobile webstore for iPhones and Android. Owners are considering relocating to combine all store and webstore operations. Smith observes, “Carting 200 boxes a day through a store past customers is a little awkward.”

Smith is pleased to share his new knowledge with other retailers considering expanding to the Web. First,” he says, “get NitroSell.

“Scout the Web for the lowest prices on items you carry. You needn’t be the cheapest, but stay close to it—because Google makes comparing prices easy to do.

“Then use Syncro-IT’s and NitroSell’s SEO capabilities to stay on page one of search engines. You’ll make the cheaper stores harder to find!”

### For More Information

For more information about Kiddisave products and services, call +44 (0)1922 643 572 or visit the webstore at:

[www.kiddisave.co.uk](http://www.kiddisave.co.uk)



For more information about NitroSell Integrated eCommerce, call:

US 1(619) 374-4111,

UK +44 (203) 355 9039 or

Ireland +353 21 4839182

Please visit the website at:

[www.nitrosell.com](http://www.nitrosell.com)

For more information about Synchronicity

LTD products and services, call

(International) +44 (0)1543 468 300 or

(UK) +44 (0) 845 643 4255. Please visit

the website at: <http://www.syncro-it.co.uk>

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400 or visit the website at:

[www.microsoft.com](http://www.microsoft.com)

© 2011 NitroSell. All rights reserved. This case study is for informational purposes only. NITROSELL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. NitroSell, NitroSell Integrated eCommerce, NSc\_PAM, NSc\_Sync and NSc\_Mail are either registered trademarks or trademarks of NitroSell LLC United States and/or other countries. All other trademarks are property of their respective owners.

Document published June 2011

### Software and Services

- NitroSell Integrated eCommerce
- Microsoft Retail Management System (RMS)

### Partner

- Synchronicity LTD