



NITROSELL

Integrated eCommerce
Customer Solution Case Study

OD's

MEN • WOMEN • KIDS
DESIGNER CLOTHING

Overview

Country or Region: United Kingdom

Industry: Multichannel retail

Customer Profile

OD's Designer Clothing keeps three tills busy selling 5,000 SKUs. Now its NitroSell webstore slims tasks and beefs up profits.

Business Situation

OD's 3,500 square feet were well utilized, so new revenue had to come from the Web, but tales of others' Web failures put it off. Owner Chris Odea also demanded tighter knowledge of item turnover.

Solution

Syncronicity LTD introduced Chris Odea to Microsoft Dynamics Retail Management System 2.0 (RMS) and NitroSell Integrated eCommerce. Together, they help manage the store and operate as a single solution to overcome retail's traditional challenges of Web and store integration.

Benefits

- The NitroSell webstore directly brings in 11 percent of revenue.
- Webstore and social media innovations also ramp up new foot traffic into store.
- Over 1,000 page-one positions for top brands in popular search engines.
- £30,000 saved annually compared to ads in newspapers and flyers.

Fashion Retailer Uses NitroSell eCommerce and Social Media to Boost Web and In-Store Sales

“Today, direct webstore sales bring in 11 percent of revenue. At peak times, we're up to 1,500 hits a day. And that's not counting our higher in-store foot traffic that we know NitroSell brings us!”

Chris Odea, Owner, OD's Designer Clothing

OD's Designer Clothing was successful and growing, thanks to sharp store appearance, superlative customer service, and carrying nearly every popular designer brand for men and women. Yet owner Chris Odea wanted more-complete and accurate customer, stock, and profit data to keep growing. Other retailers' stories of webstore difficulties kept OD's Web project on hold. After Microsoft Certified Gold partner Syncronicity LTD (Syncro-IT) put in Microsoft Dynamics Retail Management System 2.0 (RMS), Odea realized he owned the computing power and ease to tackle the Web. Syncro-IT installed NitroSell Integrated eCommerce and OD's webstore went live. Today, 11 percent of income is from the NitroSell webstore. Its proven ability to attract same-day foot-traffic into the store adds more revenue. Key to this success is NitroSell's ability to accept Syncro-IT's adroitly programmed social media links to and from Facebook, Twitter, and email and text promotions to customers.

“I get customers in the store 30 minutes after we email or text our specials and pre-sale notifications. They drive past their local stores to come here, or they get on our webstore to order.”

Chris Odea, Owner, OD's Designer Clothing

[OD's Designer Clothing](#) in the United Kingdom grew from a respected local store to one of UK's top three fashion retailers as judged by Drapers Awards. Drapers rates stores and webstores on revenue per square foot, visual appeal, merchandising, and service. NitroSell Integrated eCommerce helped boost all factors. Owner Chris Odea leverages NitroSell webstore technology into soaring profits and shorter task times. But he candidly admits that, at first, he didn't think it was possible.

OD's is 19 years old and occupies five floors between Liverpool and Manchester in St. Helens. Its 3,500 square feet combine three stores into one enterprise that sells 4,000 to 5,000 SKUs through three tills (registers).

Not in a bustling city, OD's uses technology to sell high quantities of men's, women's and kids' fashions from Hugo Boss, Dior, Barbour, Hunter, Dsquared², Stone Island, Alexander McQueen, CP Company, Lyle & Scott, Ted Baker, UGG, ChloBo and many more. Then Odea and staff go the extra mile in service for their thousands of customers.

CHALLENGES

Odea long ago spotted barriers to expansion. He needed faster response to change, better stock control, and accurate sales and profit

reports sortable by category, product, brand, and department. He says, “We couldn't see specific profitabilities—or even gross profits. We had no customer information and very rough stock data.”

Odea needed an integrated webstore but he says, “Watching other retailers wrestle with their webstores scared me off. They took forever to set up right. Then they entered everything twice: once in the physical store's system, and a second time for the webstore. I dodged the Internet as long as I dared.”

OD's very first website was a primitive presence. “We had pictures of the store and some clothes,” he says. “I hadn't really grasped the Web's possibilities.”

SOLUTION

Odea reviewed many point-of-sale and webstore possibilities. “The first ones I saw didn't cure the universal problem: Two sales outlets means you run two stores. There's no dodging it. Yet every retailer knows that double work often gets half done. So the Web's promised benefits don't come true for many retailers.

“As a point-of-sale (POS) solution, we saw Microsoft Dynamics Retail Management System 2.0 (RMS) as presented by Andy Buck and Synchronicity LTD (Synco-IT). When we saw what its till (register) solution could do, I was sold. With my physical store running so well, I thought I could delay getting a webstore.”

Synco-IT is one of the UK's most experienced providers of Microsoft Dynamics RMS. Based in Penkridge, Staffordshire, UK, the firm specializes in integrated ecommerce/EPOS solutions for retailers. Innovative webstore designs and functionality enhance shoppers' buying experience. Synco-IT accelerates search engine positioning with its search-engine optimization (SEO) team and pay-per-

Every department in OD's five-story store is reflected in its NitroSell webstore, making it a model for aspiring multichannel retailers.



ODs' huge selections of women's, men's and children's clothing and accessories are exemplified in the range of shoes and leather goods on their NitroSell webstore.



click management specialists. These factors integrate to speed retailers' return on investment.

Odea continues, "When Andy demonstrated the automatic, realtime, integration between a NitroSell webstore and Microsoft Dynamics RMS, that was my eureka moment. It hit me how I could have two stores, but just 'manage' one. Microsoft and NitroSell could do that double-work I'd been dreading."

Installation and Deployment

"Monday of installation, that fabled string of 'installation headaches' never appeared," says Odea. "NitroSell simply started working. Today, when we input new products into Microsoft Dynamics RMS, the items are instantly buyable on our NitroSell webstore. Andy's team were particularly good with less-eager employees. Syncro-IT made the whole experience totally painless."

OD's leverages the extra capabilities of Microsoft Dynamics RMS plus NitroSell to the fullest. Ignoring suppliers' product photos, OD's staff take front, back, and close-up shots so customers have no product doubts.

Syncro-IT created bespoke RSS feeds to post items to OD's custom Facebook page, which Syncro-IT created, and to Twitter and other social sites. Odea reports, "Syncro-IT's social media innovation integrated our NitroSell webstore with our Facebook fan page. Now shoppers see Facebook recommendations from other shoppers as they shop our webstore. These integrated Facebook modules have transformed the way we communicate daily with our customers."

BENEFITS

Several factors combine to cause OD's revenue rise. "Today, direct webstore sales bring in 11 percent of revenue," Odea says. "At peak times, we're up to 1,500 hits a day.

And that's not counting our higher in-store foot-traffic that we know NitroSell brings us!

"In NitroSell webstores, navigation and checkout are intuitive," says Odea. "It thinks like customers think. Shopping is never confusing. Syncro-IT's services in social sites and SEO ensure we're always on top of our game. And staff work very hard to make shoppers love our customer service. When Web orders come into the system, they're ready for processing and shipping."

The "Online Catalog" Benefit

Customers use OD's webstore as a pre-shopping catalog. Odea asks, "What would it cost me to reprint and redistribute a full-color catalog with 5,000 ever-changing products? Then do that every day! Shoppers have pre-inspected product shots online, so there's little in-store fumbling. They walk to it, find color and size, then head to the register."

Email and Text Outreach

"Collecting customers' information in Microsoft Dynamics RMS is oddly easy," Odea says. "Shoppers willingly give you mobile numbers and emails. They don't feel it's intrusive. Then they read our texts or emails.

"TextAnywhere saved me a fortune compared to the £35,000 I once spent annually on newspapers and flyers. It costs less than £5000, yet foot traffic is up by 30 percent.

"Syncro-IT has integrated a superb email service directly into our webstore. This innovative idea auto-feeds email addresses from shoppers' newsletter subscriptions into Constant Contact. Syncro-IT then produces tailored emails that reflect the look and feel of our webstore with promotions, seasonal offers, and brand information."

Odea adds, "I get customers in the store 30 minutes after we email or text our specials and pre-sale notifications. They drive past

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their local stores to come here, or they get on our webstore to order. We send to 5,000 customers at three pence apiece. People ignore print ads but are compelled to read texts.”

Andy Buck of Syncro-IT adds, “If you haven't communicated with your customers in the last 60 to 90 days, chances are they are no longer your customers.”

Social Sites Boost Web and Foot Sales

Syncro-IT enhancements pushed the store to 2,300 Facebook fans and 5,000 friends in a year. This raises the webstore higher in search results, boosts web sales, and attracts in-store visitors. One high-initiative staff member took product photos with her own camera and immediately sent them to Facebook and Twitter to attract customers.

“Syncro-IT's multi-pronged approach got us more than 1,000 page-one positions for our major brands in popular search engines.”

Faster, More-Accurate Business Management

“Microsoft Dynamics RMS stock control is massively more efficient,” says Odea. “I see my historical sales and know exactly what to buy. It's no longer guesswork. We replenish by knowing what sold during what season.”

Using just one database for both the physical store and webstore means big savings. Odea admits, “If we had to go through the pain of keeping two databases current—one for the store, one for the webstore— learning two programs, double data entry, and double-reporting, I wouldn't have a webstore. Now we enter in new products or their changes just once. But my competitors still do double work.

“Reports are the easiest imaginable to define and run,” says Odea, “including those for specific items' profit margins. Web sales can be reported separately or combined into enterprise reporting. Our accountant no longer spends pricey hours sorting things out; we just send him final reports. Syncro-IT's tailoring of some tricky reports to our exact needs demonstrates more flexibility than I thought possible.”

Winning Advice to Web-Curious Retailers

Odea is happy to offer pointers to other retailers: “Don't just put up photos and your address. No one will visit you. It's a negative impression to look homemade.

“Having seen what NitroSell, Syncro-IT, and Microsoft Dynamics RMS can do, they are the only team I would use to expand a business that I love and have invested in.

“To choose your vendor, inspect finished projects by a NitroSell Integrated eCommerce partner. I chose right. I could never have achieved all this without Syncro-IT. They helped us transform our business. NitroSell wasn't the cheapest solution we found, but

Custom graphics, intuitive checkouts, easy connectivity to Facebook, Twitter and other social media, plus dozens of top brands keep customers coming back to OD's NitroSell webstore.



“Having seen what NitroSell, Syncro-IT, and Microsoft Dynamics RMS can do, they are the only team I would use to expand a business that I love and have invested in.”

Chris Odea, Owner, OD's Designer Clothing

the others didn't resolve the underlying problems as elegantly.

“Once your webstore is up, regularly check competitors' prices and adjust accordingly. If they're lower one week, find out why. In our industry, we're seldom allowed to discount. Perhaps competitors overbought a brand or a fad. That may be a signal to you.”

Odea concludes, “Deliver every sale on time. Always jump on each problem. We even send customers screenshots of a refund in process, so they know we're on it and they never have a second's doubt.”

For More Information

For more information about OD's Designer Clothing products and services, call 744 730985 or visit the webstore at: <http://www.odsdesignerclothing.com>.

You can also visit them at:



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

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

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Software and Services

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

Partner

- Synchronicity LTD