

SOLE TRADER

Case Studies



Global, Local, Personal

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Soletrader step forward with omni-channel success

Shoe retailer Soletrader has been a brilliant success story over the years. Founded over 50 years ago, Soletrader is a mecca for shoe addicts everywhere. Hand-selecting the best on-trend shoes, boots, and trainers, Soletrader offers superior collections for men and women, from vintage classics to modern originals.

According to the Outdoor Industry Association, outdoor footwear grew over 14% year-on-year and the annual global footwear market is expected to reach \$200 billion in the next couple of years.

There are 721 global shoe brands, sold by manufacturers directly online, via high street chains and independent stores. Soletrader needed to develop a distinctive competitive advantage. It was decided that in addition to the range, the customer experience is what mattered most and must be delivered across all retail channels. Soletrader selected MNP's order management platform in 2007 to become the master real time inventory and customer data hub. Being the central platform this enabled true scale to open up digital stores anywhere, which included click and collect tablets in store. Key is to provide the Soletrader customer experience anytime and anywhere. Will Foster, Ecommerce Manager at Soletrader comments "It is important to us to have a feature rich website to capture the customer and an efficient back office infrastructure to deliver the customer experience."

With the back office handling all direct order management processes including aggregated centralized inventory, order tracking, customer service and third party integrations, the bottom line margin and top line growth became fuelled by perpetual customer loyalty, giving the business the next opportunity to focus on in store sales.

In 2011 Soletrader selected MNP's tablet solution for 52 retail stores across the UK which is fully integrated into the order management and warehouse management system. The solution is designed to be tablet independent, linking the warehouse inventory to all retail locations to ensure all sale opportunities are captured. This allows the sales assistant to search for the customer, display available sku's, present cross sell opportunities and place the order, all linked to real-time inventory. The customer can then pay via chip and pin or using an online payment PSP. The order is shipped directly to home or store.



The MNP difference

Our solutions

Other projects adding value to the Soletrader business include:

- Full integrated listing and order processing with online marketplaces into multiple countries including: Germany, France, Italy, Spain and Sweden.
- Enhanced returns handling using MNP's Returns Manager, reducing time/cost to process returns that do not require customer service agent handling.
- Improved real time business intelligence with data and report sharing using MNP's Reports + module
- Introducing PayPal as a payment method with the MNP PayPal + service, simplifying the checkout process, increasing conversion with fully automated returns handling including refunds
- Ability for Click & Collect and PayPal refunds in-store.

Soletrader has recently selected Roc Commerce from Americaneagle.com, a US ecommerce platform shortly to become part of the service offering from MNP. Will Foster, Ecommerce Manager at Soletrader comments "We selected Americaneagle.com due to their flexibility and experience delivering clean, attractive navigational websites. This selection was helped due to the previous experience Americaneagle.com had working with MNP Retail platforms. Soletrader are happy that the project was a success and delivered on time."

From 50 years ago, to today, the family owned business speaks of tremendous omni-channel success and MNP Retail looks forward to helping the business evolve even more.

Will Foster, Ecommerce Manager at Soletrader comments "The MNP team are extremely knowledgeable, responsive and friendly. We have worked with MNP since 2007 and continue to deliver successful projects. We look forward to continuing to work with each other to help the Soletrader business grow."

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