

SOLE TRADER

Soletrader steps forward with omnichannel success

Shoe retailer Soletrader is simply a brilliant success story. 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.

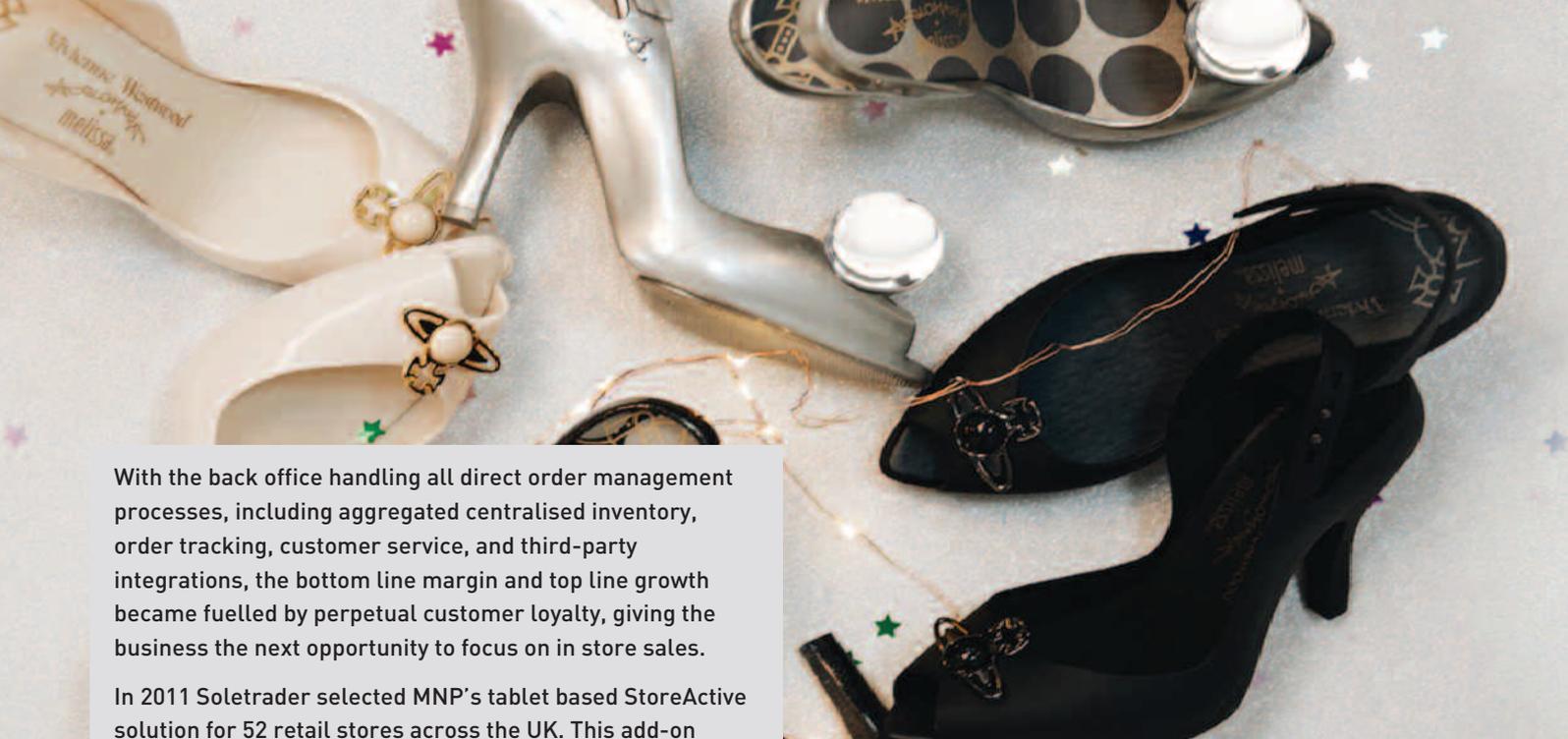
According to the Outdoor Industry Association, outdoor footwear grew over 14% year-on-year and the annual global footwear market is expected to reach \$200 billion in the next couple of years. There are 721 global shoe brands, sold by manufacturers directly online, via high street chains and independent stores. Those retailers with the right technology are able to compete in such a tight market.

Soletrader came to MNP with a need to develop a distinctive competitive advantage. It was decided that in addition to the range, the customer experience was what mattered most and needed to be delivered across all retail channels. Soletrader selected MNP's order management platform, OrderActive, to become the master real time inventory and customer data hub. As a central platform, this would enable true scale to open up digital stores anywhere and to include click & collect tablets in-store. Key for Soletrader was to provide an excellent customer experience anytime and anywhere. Will Foster, Ecommerce Manager at Soletrader said "It's important to us to have a feature rich website to capture the customer and an efficient back office infrastructure to deliver the customer experience."



Key Facts

- »»» Live with MNP since 2007.
- »»» User of OrderActive and IntraActive.
- »»» Real time fraud screening of web orders.
- »»» Operates a slick click & collect service across 50+ stores with MNP's IntraActive.
- »»» Processes returns quickly and easily, reducing stock turnaround and increasing unit margin.
- »»» Constantly evolving the system and connecting with third parties to grow the business internationally and stay ahead of the competition.
- »»» Ability to print, export and share reports across the business to report on the customer spend across multiple channels and countries.
- »»» Integrated MNP order management solution with DPD and Royal Mail to ship to countries worldwide.
- »»» Soletrader is able to process returns/refunds for all online orders in-store, including orders placed via the web, Amazon, eBay or paid via PayPal.



With the back office handling all direct order management processes, including aggregated centralised 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 based StoreActive solution for 52 retail stores across the UK. This add-on module to their IntraActive system fully integrates into their order management and point of sale system. The solution is designed to be tablet independent, linking the warehouse inventory to all retail locations to ensure all sale opportunities are captured; allowing sales staff to perform a search on behalf of the customer, display available SKUs, 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 provider. The order is shipped directly to home or store.



Other projects adding value to the Soletrader brand 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.

From 50 years ago, to today, the family owned business speaks of tremendous omnichannel success and MNP looks forward to continuing to help Soletrader evolve even more. Will Foster, Ecommerce Manager at Soletrader comments "The MNP team are extremely knowledgeable, responsive and friendly. We have worked with MNP for the last 10 years and they continue to deliver successful projects. We look forward to continuing to work with each other to help the Soletrader business grow."

