

**VENDITAN**<sup>®</sup>  
The E-Commerce & Retail Experts

Case Studies 2019

**RUN**  

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**AND**  

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**BECOME**  

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Delivering innovative eCommerce  
and in-store solutions for aspirational  
retailers since 1997

[Venditan.com](http://Venditan.com)

# RUN AND BECOME



## ABOUT THE CLIENT

First launched in 1982, Run and Become are an independent specialist running and fitness retailer. In addition to their stores in London, Edinburgh and Cardiff, they have a growing online business. By offering expert advice and services such as gait analysis and in-store sports clinics, they have managed to retain a strong customer-base despite the increasing market dominance of large mainstream sports chains.

## OVERVIEW

Run & Become approached us in 2013 to discuss the pain points they were experiencing with their existing EPoS and website software. Using multiple systems to manage their stock, website and tills meant that overselling was a real problem. They would frequently receive web orders only to find that the stock had already sold in one of their stores. They were heavily invested in creating a great in-store experience, however disappointed web customers meant that they were failing to create that same loyal customer-base online.

In addition, Run & Become were frustrated with the capabilities of their existing EPoS system with no way of applying promotion codes or discounts for in-store customers. Stock transfers from store to store needed to be completed manually, making it difficult to give customers accurate delivery times.

# A SINGLE, FEATURE-RICH PLATFORM TO MANAGE THEIR ENTIRE OPERATION

## **REAL-TIME SINGLE VIEW OF INVENTORY**

One integrated application used for the website and stores means that stock levels are kept in sync throughout the business at all times. If the wifi connection drops in any of the three Run & Become stores, transactional information is stored offline. As soon as the connection is re-established, data feeds are automatically restarted and update the Venditan Commerce Cloud with inventory, customer and sales information.

## **LOYALTY SCHEME**

The Venditan Commerce platform has a built in CRM and advanced pricing system meaning that Run & Become customers can accrue points from both their online and in-store purchases. Loyalty discounts are then automatically applied to products on the website once the customer logs in, or at the till when the customer provides their name.

## **TRANSFERRING STOCK FROM ANOTHER BRANCH**

Using the Venditan Commerce platform, staff from one store can check if another store has an item available and propose an internal shipping request. The source store will then be notified of the request so that they can pick, pack and dispatch the required item(s).

Automatic internal shipping requests have also been set up to ensure that items that are popular in particular stores are always kept at an ideal stock level.

## GETTING ORDERS DELIVERED TO CUSTOMERS FAST

Although Run & Become will always prioritise fulfilment from their London store (where they hold most of their stock), if the stock required for an order is spread over multiple sites, Venditan Commerce will suggest splitting the shipment so that it can be fulfilled from separate locations. This means that Run and Become are able to improve customer satisfaction by getting orders out in the quickest possible way.

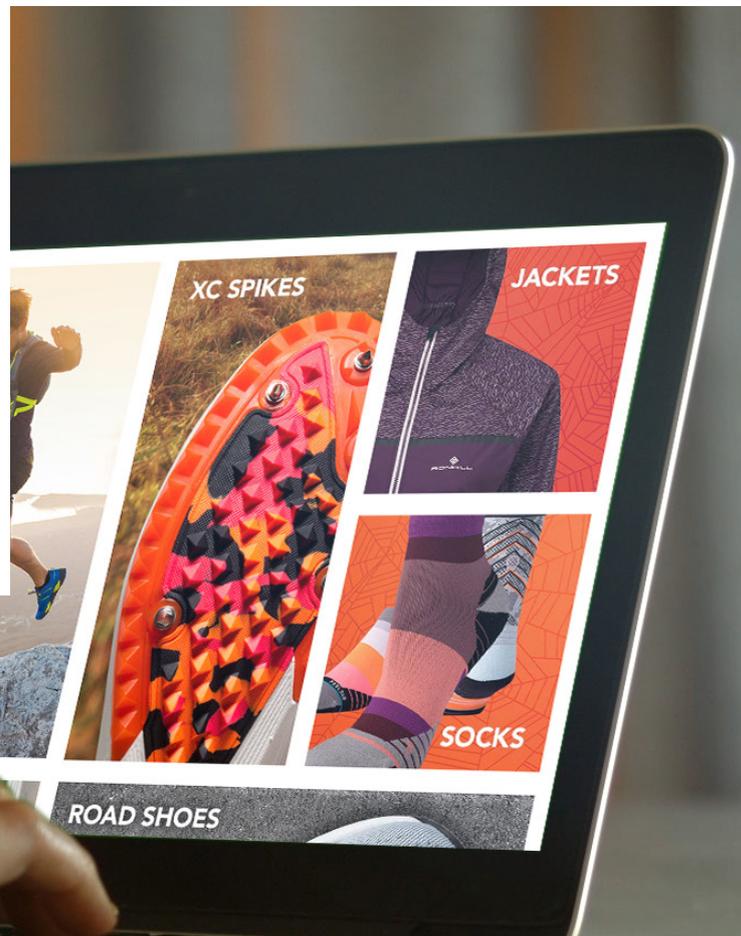
## ADVANCED PURCHASING & STOCK LEVEL MANAGEMENT FEATURES

Venditan Commerce allows Run & Become to configure certain items so that they can sell them even when they don't physically have the stock. Any items that are ordered are added to a request to purchase screen to alert the purchasing team. They also have the option to specify items that should be automatically added to purchase orders, speeding up the process. The request to purchase screen will also display anything that has fallen below its ideal stock level.

Centralised purchasing allows Run & Become to replenish stock for the stores and eCommerce website efficiently, without the risk of over-buying or being caught short without enough stock on the shop floor or online. Each store has the ability to view current stock levels, open purchase orders and if required raise purchase orders of their own.

## CONTENT MANAGEMENT

Previously all running advice and event content was created and maintained through Wordpress. This caused confusion for customers as they were taken off to another website to watch demonstration videos, book clinic appointments or sign up to running events. Now pre-built yet flexible templates within the Venditan Commerce CMS allow Run & Become to quickly create and publish content on their own website.



# WHAT THE CLIENT SAID

“When we were constantly selling something online that hours earlier we had sold on the shop floor, and frequently frustrating customers who wanted to redeem gift vouchers online that they had bought in store, or vice-versa, we knew we needed to end the previous approach of using different systems to run different parts of our business. The Venditan Commerce solution gives us great visibility across our entire stock, in real-time, no matter where we want to sell it.”

**Shankara Smith**  
Founder, Run & Become

# RESULTS

3

Retail stores and an  
ecommerce website all  
managed via Venditan

1

Single inventory view  
with centralised stock  
management and  
purchasing

51.63%

increase in organic  
traffic to their website  
within a year of launch

# GET IN TOUCH

Talk to us today about how we provide independent retailers with brilliant in-store EPoS solutions fully integrated with a beautiful, fast eCommerce website.

[startyourjourney@venditan.com](mailto:startyourjourney@venditan.com)

CASE STUDY  
**RUN AND BECOME**