



Achieving record retail sales for a Premier League football club

A Premier League football club

ENABLING MATCH DAY RETAIL INNOVATION

One of Europe's leading football clubs achieved all-time-record daily sales within its stadium shop immediately after introducing a neat update to its payment solution. This also cleverly laid the technology groundwork for the club to embark on a journey of retail innovations.

Over the five hours of trading on the first match day following the tech's implementation, they recorded hour by hour record numbers of transactions. This ultimately led to it being the highest ever single day's trading at the shop. It represented swift vindication of the club's decision to jettison its previous payment infrastructure.

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ELLIOTT WINSKILL, HEAD OF SOLUTIONS AT PMC RETAIL

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Taking an alternative route

The club had been operating a 10-year-old Point-of-Sale system with 75+ tills located around its large retail store within its stadium. However, it was reluctant to undertake the massive upgrade required by the payment provider, which would have then required integration with its ageing POS solution.

Elliott Winskill, Head of Solutions at PMC Retail explains, “**we recognised there was huge potential to create a neat solution enabling the club to seamlessly bring in a payment solution from a leading payment provider, as they were already using this to good effect on their online store. The club was also considering long-term aspirations for its POS system, wanting to use it as a platform for future innovations around retail.**”

He continues, “**the proposed solution involved introducing our CIEP (Cloud Integrated Enabled Platform) architecture. This would not only provide the middleware between the old POS system and the payment solution but also, crucially, provide the flexible platform on which the club could deliver on its future objectives.**”

Robust can also be fast

The club had valued the reliable consistency of its old POS system, which coped with substantial peaks experienced on match days. Almost uniquely, one day can be the equivalent of a month's regular retail sales. Equivalent robustness needed to be baked into the PMC solution. It also had to be delivered within a tight eight-week deadline and working in-store ahead of a forthcoming cup game.

Two weeks before this important match the solution was deployed in the store. Match day was a rigorous test of the new system's capability, but it readily stood up to the pressure, achieving a record single day's trading. The more modern solution with its faster processing capability and issue-free performance resulted in an increase in the throughput of sales transactions.

Following successful trading over several match days, the second part of the deployment was delivered – an eBasket solution to operate alongside the POS implementation. This was again hosted on the CIEP platform, running on 10 mobile tablet devices from the payment solution. This queue-busting capability boosted the club's trading levels across the shop, and enhanced the experience for shoppers in the stadium's store.

Kick-starting a journey of innovation

This represents only the start of the journey for the club, with an ongoing plan to further leverage PMC's CIEP architecture to drive innovation. The platform delivers rich functionality at low cost with high business impact.

First out of the blocks is a shirt printing 3D modelling flow. Residing on the mobile tablets and through a smart interface, this enables store staff to create bespoke, on-demand printed shirts. These are personalised with the customers' preferred names and numbers.

These initiatives highlight how the club can innovate within traditional areas of retail activity, and they are very excited by the opportunities that are now in front of them. They feel the current initiatives represent the most innovative programmes they have undertaken in the past decade. The appeal of the new platform is that further developments can be delivered for only modest levels of investment.

The club is enjoying the dual upside of a solution that is not only improving in-store operations to achieve record retail sales, but also presents a tremendous opportunity to push ahead a series of outcome-driven innovations.

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