

Case Study Eproductive & Severn Hospice

Two years on from the tender process Gift Aid sales conversion reaches 45%

In May of 2021 Severn Hospice had just completed the roll-out of Eproductive Touch tills, Hubs to process stock, and Gift Aid sign up on shop tablets. Back then Severn's Gift Aid sales conversion was averaging around **20%** per shop having just moved from another EPOS provider using paper Gift Aid. Within a month their Gift Aid sales conversion had jumped to over 30% and almost two years later, Carla Siswick, Severn's Head of Retail, says typical Gift Aid sales conversions more like **45%** every month. There are a number of reasons for the increase but primarily it's the simplicity and ease of Eproductive's charity retail system.

We've collated some of the comments from shop managers sent shortly after roll-out was completed:

Processing donated stock with the Hub - *"Amazing feedback from volunteers, so easy"*

Processing repeat donation on the till - *"Love the sticky Gift Aid labels, life changing!"*

Eproductive's Helpdesk - *"Absolutely fantastic, really friendly and understanding, I cannot fault them!"*

In December 2021, Severn Hospice launched their customised version of Eproductive's My Charity Shop app, allowing donors to keep their gift aid card on their phone and the hospice to engage more with supporters.

Here's some more feedback from shop managers about the app:

"Wow mega impressed, started telling our regular donors and they think it's a great idea!"

"I have the app downloaded now and it's fabulous!"

"So excited about this! Thinks it's a genius idea"

By May 2023 two and a half thousand Severn Hospice supporters, (over 13% of Severn Hospice gift aid donors), have downloaded the app and installed their gift aid donor card since launch date 2nd December 2021.

"We know from analysing gift aiders' donations, following installation of the app on their phone, that they donate more often and give considerably more than non-installers. Overall their donor value is roughly double that of non-installers."

"My Charity Shop continues to evolve and soon we expect to start listing furniture on the app using the new What's in Store? feature, so shoppers can browse items for sale in our specialist furniture shop without leaving home. Eproductive's till/hub/tablet/app combination makes gift aiding quick and simple for both staff and customers. Their charity shop app is miles ahead of the competition, and their helpdesk and customer service fantastic. The rigorous tender process we went through a couple of years ago really paid off!"

Carla Siswick, Head of Retail, Severn Hospice 13th June 2023