



## EPOS Case Study Eproductive & Valley CiDS



### Gift Aid revenue grows by £100,000 in a year

Valley CiDS have 34 Lighthouse Charity Shops, a distribution hub and a café spread across the counties of Derbyshire & Nottinghamshire. They joined Eproductive in Autumn 2022, rolling out EPR Touch tills, colour 10" Customer Display Unit (CDU) and our EPR Stockroom Hubs in November & December 2022.

#### Impact of the EPRTouch system

- Gift Aid Revenue grew by over £100,000 (Jan-Oct 2023 vs. pre installation Jan-Oct 2022)
- 90% of all donors are now signed up with an email address
- Gift Aid Sales conversion now over 50% in several shops

#### The Charity's Opinion

*"The move to Eproductive has been a great success. One EPOS system might seem much like another, but our experience with Eproductive dispels that. It's boosted revenue, staff morale, and made managing our retail operation so much easier. I think the EPR Touch system along with Eproductive's customer service is the best on the market."*

*Harriet Webster, Retail Director, Valley CiDS*



#### Key Improvements

- The speed of processing and labelling gift aided stock with the EPR Hub
- The use of tablets if the till point is busy to process Gift Aid donations
- The ability to process Cash Donations and claim the Gift Aid with no paperwork
- The tills' Add Donation prompt on the till and CDU has already generated £16,000 extra for the charity
- Engagement with customers - the large colour CDU shows customers' CO<sub>2</sub> savings on donated items at the end of each transaction, and features a screen saver of images promoting the charity's work, volunteering and future events.

## Customer Service

Eproductive have a reputation for excellent training and support with a highly regarded helpdesk. Valley CiDS were particularly positive about the specialist Gift Aid and New Goods training given to the retail senior management team, recently posting unprompted feedback about Eproductive on LinkedIn:-



*“A quick shout out to Eproductive Ltd. – having moved just over 12 months ago we have seen some amazing results and were able to use a vast amount of data from various reports to help support our changes and highlight positive impact”*

*LinkedIn post March 2024, Harriet Webster, Retail Director, Valley CiDS*

## Sustainability – Landfill & CO<sub>2</sub> savings

### Customer Display Unit (CDU)

More and more shoppers are switched on to the environmental impact of buying second-hand. \*52% of Millennials and \*48% of Gen Zs have sold clothing on re-sale platforms. Sustainability is seen as a massive positive for charity shops. (\*FARA research 2023).

Eproductive is currently the only EPOS till that shows the CO<sub>2</sub> and landfill savings made by buying second-hand. With each second-hand item added to the transaction list, the CO<sub>2</sub> saving is totalled in green on the CDU.

Lighthouse Charity shops started showing this information to shoppers in Spring 2024. An average weight, CO<sub>2</sub> conversion factor and a substitution factor are used to estimate the saving. More detail is available on the Eproductive website.



### My Charity Shop App

Valley CiDS joined the **My Charity shop** app in July 2023, a free app that keeps your Gift Aid card on your phone to scan at the till when you donate.

The Green tile of the **My Charity Shop** app uses the same calculations as the till's CDU, showing total weekly savings of buying second hand vs. new for all shops in kg of landfill and kg of CO<sub>2</sub>.



*“The retail team delivered on exciting developments such as our new supporter app along with sustainability statistics readily available highlighting our environmental impact. All thanks to Eproductive!”*

*LinkedIn post August 2023*

*Harriet Webster, Retail Director, Valley CiDS*

