

# Hammonds: Speeding up bespoke furniture orders with Worldpay Total Mobile payments

Hammonds Fitted Furniture is a family-run business based in the heart of Leicestershire that has been making furniture for over 80 years.

We know how to  
**wow**  
Hammonds 

Having specialised for many years in bedroom design the company now offers fitted furniture – all made in-house – for kitchens and the home office.

With 90 showrooms nationwide, the firm proudly describes itself as the UK's leading fitted furniture maker.

The firm's sales process is such that it takes deposits of 20% of the sale price up front once a design has been agreed with the customer.

Up until recently, however, this was done by cheque or with a handwritten order form processed at head office.

Hammonds wanted a slicker, more user-friendly payment process to improve the customer experience and speed cash flow into the business.

#### **Worldpay Total Mobile: the only choice**

Hammonds have been a long-standing customer of Worldpay's thanks to a partnership dating back over 20 years ago, with payments made via Worldpay's online gateway for additional services such as accessory furniture sales.

**"We've been working together for around 20 years and have never had anything but brilliant service from Worldpay throughout that time," says Tony Farmer at Hammonds.**

With this heritage the firm knew Worldpay was a brand it could trust. Towards late summer this year, the company was looking to facilitate both a better customer experience and speed up financial processes.

As a result – and with the firm's long-standing partnership and trust in Worldpay – it chose Worldpay Total Mobile and started rolling it out across its designers in August this year.

The mobile payment platform allows designers to take Chip and PIN payments via a portable card reader which connects via Bluetooth to a smart phone or tablet and uses Wi-Fi or the phone's 3G to authorize the transaction.

It's fast, simple to set up and use and offers centralised weekly and monthly analytics and daily card reports across all machines. What's more, Hammonds get the benefit of Worldpay's expert UK-based support team in the unlikely event there are any problems.

#### **Seamless success**

Worldpay Total Mobile has exceeded all expectations for Hammonds, providing a win-win for the venerable furniture store and its customers.

**"The entire customer experience has been improved by doing away with cheques and handwritten order forms sent by post", added Tony Farmer.**

Hammonds customers now have their deposit payment processed swiftly by the designer, there and then in their home through a familiar payment method no matter what time of night their new bedroom design is completed.

They get an immediate proof of receipt for peace of mind the right amount has been paid, and their card details are kept fully safe and secure. This is a far cry from the previous paper-based system.

The company draws major benefits by speeding up cash flow and accelerates the manufacturing process, which in turn means customers' homes can be fitted much quicker.

The firm is also able to satisfy the industry's standards for keeping cardholder data secure, which removes an element of unnecessary business risk by protecting Hammonds from the threat of having their customer's payment details compromised.

As the security protections are higher, the fees for processing card payments via Worldpay Total Mobile are lower than the fees for mail or telephone orders, which also boost profits.

**"With Worldpay Total Mobile we have cut out any data entry processes, paper admin or manual reporting..."**

**"We can very quickly and easily check orders on a daily basis and get an instant view of orders and cash flow status." Tony Farmer."**

#### **The future**

Hammonds is so delighted with the Worldpay Total Mobile service that it's set to roll it out to its kitchen designers and possibly surveyors, in separate parts of the business.

Hammonds plans to have Worldpay Total Mobile used for a minimum of 65% of all deposit payments by the end of the year.