



ELECTRONIC RETAILER POWERS SUBSTANTIAL GROWTH WITH NEW OMNI-CHANNEL GATEWAY

POWERED BY PAYMENT EXPERT ALTAPAY IN COPENHAGEN

How is electronics retailer Blue City building customer trust and support across online and in-store solutions?

Powered by

payment expert AltaPay in Copenhagen, sustainable electronics retailer Blue City is updating all of its systems to further build customer trust and support their rapid growth across online and in-store solutions. Starting today, Blue City introduces a new omni-channel gateway across nine stores in two countries. These efforts allow them to create full product transparency, to connect online and in-store transactions and to reduce manual processes.

Doubling its online sales in 2019 and with an expected annual sales increase of 40 percent, sustainable

electronics retailer Blue City recently teamed up with the Danish Omni-Channel payment expert AltaPay.

“We needed a system that links our in-store and online payments, so that our customer service can better support our offline customers. Together with AltaPay, we tested a solution with stand-alone payment terminals combined with AltaPay’s omni-channel gateway linked to our custom POS, and that turned out to be a great success,” says Mikael Belstrup, CTO of Blue City, adding: “We’re rolling out this project across all of our stores in Denmark and Sweden, and we will continue our expansion into Germany and Austria later this year. In

the near term, we will also implement the payment gateway on our web shops and link our CRM system to our back-end data and terminals which will make us even more efficient and enhance our customer service.

Saw the gap

in the market.

Inspired by sustainable concepts from the United Kingdom and the United States, the two Danes Søren Heilmann and Mikael Belstrup saw a gap in the market for buying and selling used electronics through a trusted retailer.

Time savings

powers growth.

“We have chosen to divide implementations into sprints, defining action points, requirements, review processes; take the decision and then we move on to the next sprint. This method works for us and AltaPay has supported us from the very beginning,” says Mikael Belstrup and continues: “In implementing AltaPay’s Omni gateway, we envisage that we will save a lot of time and resources by automating the reconciliation process. In fact, relieving ourselves of this mundane task greatly benefits both our digital and financial departments as well as our customer service. In fact, saving time is more important than making money at this point. For example, in our online department we do not spend time on small projects. Period. As we look ahead, we will spend time on important projects, looking for intelligent solutions that will boost business and accelerate our sales efforts.”





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Used electronics

were worthless years ago.

“We wanted to design a future-ready business and that includes building our own systems from scratch. Back then and today, we want to know all about our products to be able to continuously improve and nurture customer relationships and experiences across channels,” says Mikael Belstrup and adds: “Just a few years ago, used electronics were worthless for companies. That is very different today, however we still need to convince more people and businesses to buy and sell used electronics. This is the right thing to do, and it makes sense from a business perspective too. Luckily, many companies recognize that what we do is good for business and the environment.”

Keeping track

of all products.

Thanks to AltaPay’s solution, Blue City can now keep track of all its products allowing them to better diagnose issues and automatically perform data wipe-outs prior to a sale. The retailer also registers all of their customers to offer personalised service regardless of the customer’s preferred channel.

“We need to verify all of our products and their history to build trust and to grow our business. That is key in a healthy customer-retailer relationship and that is why we are developing our systems and implementing our new omni-channel gateway. Any employee must be able to service any type of customer based on their individual needs and preferences, whether online or in-store,” says Mikael Belstrup.

Improving

customer service during expansion.

According to Neil Browning, Director, Head of Sales & Partnerships at AltaPay, Blue City is a new star on the horizon that operates in the new intersection between sustainability and modern retail, with a bold agenda and growth plan.

“We are excited to be a part of Blue City’s journey, helping them save time across online and in-store channels while also helping them enhance customer service and ensuring that they remain close with their customers on any channel,” says Neil Browning.

bluecity
PRE-LOVED ELECTRONICS

THANKS TO
ALTAPAY’S SOLUTION,
BLUE CITY CAN NOW
KEEP TRACK OF ALL
ITS PRODUCTS.

Blue City

and AltaPay project phases:

- ✔ In-store testing in Denmark and Sweden
- ✔ Direct integration between omni-channel gateway ERP systems
- ✔ Rollout across all stores
- ✔ Implement online payment solution in Germany
- ✔ Roll out online payment solution in Denmark and Sweden
- ✔ Initiate new money-transfer project.

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