

Find out how stockinstore® helped INTERSPORT Australia drive traffic into stores and bridge the gap between Franchisor and Franchisees by providing customers with visibility of their store's stock levels.

## Company Profile

INTERSPORT GmbH is an international sporting goods retailer based in Bern, Switzerland. INTERSPORT and its purchasing division, Intersport International Corporation (IIC) is the world's largest sports retailer with over 5,000 stores across 44 countries. INTERSPORT Australia has 67 locally owned and operated stores that are highly invested in grassroots and community sports across metropolitan, regional & rural Australia.



## The Challenge

As a large multi-branded franchise retailer with 67 stores represented by 45 franchisees, INTERSPORT have complex stock management requirements.

The franchise stores are all different sizes, carry different ranges of products and are distributed throughout metropolitan, regional, and rural Australia.

**The vision:** Using online to drive foot traffic into stores by providing customers with a shopping experience that allows them to see if their local store has stock available of the item they're interested in.

## The Solution

INTERSPORT Australia selected stockinstore® because it had the flexibility to handle the complex requirements of a franchise group including stores on different Point of Sale systems.

stockinstore® includes stores with poor stock control and those who aren't actively involved in the solution, managing customers' expectations and encouraging them to "contact store" to develop the local relationship.

stockinstore® was integrated with INTERSPORT Australia's POS systems and website within 3 weeks.



## The results

- stockinstore® averaging 14% usage by customers online
- Increased foot traffic into stores
- Increased customer engagement rates online and in-store
- Improved relationship between franchisees and Head Office because online is actively driving customers into stores
- Stores maximise stock investments, holding products based on actual customer demand
- 30% reduction in customer service enquiries relating to stock availability
- Head Office shares the most searched products in-store to assist with planning
- Lost Sales report by store showing Out of Stock products at the time customers searched
- Customers find using stockinstore® easy and intuitive
- Improved conversion rates in-store AND online
- Even though there are lot of product ranges and varying depths, there have been no complaints about inaccuracy
- Calls and emails being made to stores for product information



## What INTERSPORT Australia had to say

Almost 20% of all customers viewing our website are using stockinstore® which is great feedback but what's more important is the feedback from INTERSPORT stores who are noticing customers are walking into store or contacting them directly after using stockinstore®. This is a great outcome for everyone but especially our customers.

Using stockinstore® made sense. stockinstore® keeps our customers engaged with their local store via our website.

It's an affordable and easy to install solution for franchise retailers who have complex stock management issues. And that's great for our business, both in-store and online.

**Kevin O'Hanlon**  
CEO INTERSPORT Australia

stockinstore® was an integral part of our omni channel strategy, allowing us to better meet the needs of our customers.

We know customers do their research online first, then walk into store to try on products before making a final purchase decision. stockinstore® is helping to increase foot traffic into our local stores and improving our ability to convert shoppers into customers."

What's even better, is we get a report showing us (1) what products our customers are searching for by exact colour & size, (2) the suburb/postcode locations they're looking for those items, (3) the date and time but most importantly, (4) whether that item was available in that store.

That's incredible insight that helps our stores with product planning and head office to measure marketing effectiveness"

**Sven Karlsson**  
General Manager INTERSPORT Australia



stockinstore® tells online shoppers which stores nearby have the item they're looking for. It's location based shopping for omni channel retailers.

Call us now for a chat

+61 3 9021 0440

hello@stockinstore.com

stockinstore.com

happy  
retail  
endings