



## Case Study: Knights Convenience Store

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# Case Study:

## Knights Convenience Store

### Our Story

Wendy and Steve Knight took over The News Boutique in Gosport with their son Matt in 2013. Originally a newsagents, Wendy and Steve were keen to offer their customers more products and services, adding value and future-proofing their business. Working closely with Booker they transformed their newsagents into a Premier convenience store under the name of Knight's Convenience Store, offering so much more to their customers. Chiller cabinets were installed to offer food on the go, which being located right by the ferry terminal means that there is always a steady flow of hungry customers.

*"We knew that the newsagent trade was a dying market, we wanted to differentiate ourselves from other businesses in the area as well as increase our turnover. Turning into a convenience store seemed the logical next step".* Said Wendy Knight, Knights Convenience Store.

### The Challenge

Cashflow is one of the biggest challenges facing many small to medium sized businesses and keeping supplier costs down helps the bottom line.

Their incumbent payment terminal supplier was Barclaycard and prior to that it had been ePay, yet Wendy and Steve knew that there were savings to be made when it came to their merchant services, but did not know who was best and what they should be looking out for.

They turned to their Booker Regional Sales Manager Simon for help, who recommended that they speak to NetPay as he knew that there were savings to be made.

Wendy called through to NetPay and Jamie in the sales team gave them a no obligation comparison of their rates with their incumbent supplier. Jamie identified that there was an annual saving of £541 in transaction fees to be made by switching their services to NetPay.

### The Benefits

*"Contactless payments are on the increase and the terminal we have been provided by NetPay allows us to offer this payment method to our customers. The added benefit of which is if the sale is under £15 we do not get charged an authorisation fee which allows us to save even more money".* Continued Wendy.

Aside from the financial savings the News Boutique also benefited from taking our NetPay's enhanced care service which gives merchants added protection should something unexpected occur with their card terminal machine, this could be over the phone support or an engineer visit to fix the terminal.

The Knights ambition is to expand their chain of stores and look at other locations.

### The Final Word

*"The experience with NetPay has been great, they have worked with us and our Booker account manager to ensure that we get the best deal and are always on the other end of the phone should we need any technical support with our terminal. We would recommend NetPay to other businesses".*

**If you would like to learn more about the capability of NetPay or talk about your requirements in more detail then please get in touch.**

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