

Cybertill



CharityStore: The Charity Retail Platform



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The Future of Charity Retail

Charity retail is experiencing some of the biggest changes in recent years. Charity stores need to maximise sales, increase Gift Aid, bring in more donations, engage more successfully with supporters and they also need to embrace multi-channel retail.

Charities no longer wish to rely on the standard traditional clothing and bric a brac shops on the high street. Successful charities have diverse, attractive, stores they need a real-time, single view of stock, supporters and sales. Charities need to trade in-store, online and at fundraising events, all bringing in further revenue and enhancing the supporter experience.

Whilst the challenges may seem high for many organisations, opportunities are abundant. This is reflected in the growing number of charity shops utilising larger more attractive retail units, high street-worthy visual merchandising displays, new mediums for supporter loyalty and engagement, new multi-channel sales outlets and, of course, applications to increase Gift Aid capture and to enable ecommerce and marketplace integrations to increase those sales.

“If charities truly want to offer a great customer experience they must adapt to the changing landscape.”

Graham Richardson, Ashgate Hospicecare



“We managed to deploy Cybertill’s CharityStore retail management platform very quickly. Immediately after the initial roll out, we found that Gift Aid already increased by 12%. We’re very happy that we chose Cybertill.”

Roy Clark, Retail and Trading Director, Barnardo’s

Cybertill & Charity Retail



Here at Cybertill we are continuing to innovate, develop and improve our product. We took what was working for high street retailers and developed the CharityStore platform, a true cloud solution, providing functionality that charities need to have a successful retail arm proving that we can make significant changes to charity retail, generating more sales and donations. But it's not just about being a point of sale for items in the shop, there are many benefits that EPoS can bring to the charity retail sector and it is something that we are passionate about. The CharityStore platform:

- ✓ Increases Gift Aid through making donor sign up simple and 100% accurate
- ✓ Offers data in real-time, giving you better more accurate data (no polling overnight!)
- ✓ Offers better Gift Aid returns and lowers costs with the Electronic Gift Aid Donor Sign Up module
- ✓ Includes Advanced Gift Aid which populates all sales data in a simple barcode scan, increasing transaction values

- ✓ Enables multi-channel fundraising, sell add ons such as lottery tickets through the till
- ✓ Verifies supporter details in real-time, removing duplicates
- ✓ Makes checkout a breeze, resulting in happier staff, volunteers, and customers as the till is fast and easy to use
- ✓ Allows you to even sell event tickets in-store and online, increasing spend and driving footfall
- ✓ Helps grow your supporter base through the easy-to-use CRM, increasing donations and spends
- ✓ Is fully hosted in the Amazon Web Services cloud. We manage the servers for you, saving you money and headache

Wherever you are on your technology journey, Cybertill can help, with more shops than any other supplier and experience of more than 10 years in the charity sector we can help you grow and improve your sales and turnover.

What is cloud EPoS?

Simply: the future of EPoS.

More specifically, cloud EPoS uses a network of remote servers that are hosted securely on the internet to store, manage, and process data.

Rather than have all your data on a local server, desktop PC, or a back-office server, your data is stored securely in 'the cloud'. Providing much improved data security and management, cloud EPoS reduces ongoing costs as there is no need to buy or manage expensive servers. Importantly, true cloud solutions do not require local software and provide significantly improved functionality.



But, doesn't the application need to be stored in high security, high availability data centres?

Yes. This is exactly what Cybertill does, our servers are hosted with AWS (Amazon Web Services) the world's largest hosting company within the European Union and are **fully certified to ISO 27001 data security standard and GDPR compliant.**



Cybertill's **CharityStore** platform is a true cloud-based solution.



Charity Size

All charity shops are unique and have become a fundamental part of the high street, as these stats show:

 **168,237** charities in the UK*

 Over **£75 billion** annual income*

 Over **11,200** shops in the UK*

 Raise over **£270 million** a year**

*As of Jan 18 – Charity Commission / **Charity Retail Association

Cybertill's CharityStore platform provides solutions for **more than 1/3** of all UK charity shops of all sizes

Independent Charity Retailers

Smaller independents often don't have the resources of the regional or national charities. As the CharityStore platform is cloud-based there are many benefits for small charities:

- ✓ You won't need a dedicated IT resource or department
- ✓ All data back-ups and software upgrades are automated
- ✓ You won't have to manage on-site servers
- ✓ Cybertill has a dedicated projects team to help manage system roll-out
- ✓ We provide specialist trainers that will come out to train staff and volunteers

“Cybertill has helped make our pricing consistent and give us live stock levels across stores. There are so many benefits to Cybertill from processing and claiming gift aid, the reporting and visibility it gives you of the charity and much more.”

Iain Weir, Volunteer, Home Basics

Regional Charity Retailers

Often hospice and charity retailers that are limited to a geographical area may find it difficult to access live sales and data from across their stores, so they are unable to spot trends and proactively manage their estate. Cybertill's CharityStore platform allows charities to see:

- ✓ Sales in real time so you can understand what products sell well in which shops
- ✓ Ensure the right product categories are sent to the right locations
- ✓ Integrate ecommerce and marketplace listings with your EPoS so you can reach a wider audience with specialist and rare items
- ✓ Engage with your supporters through localised loyalty and promotions

All of this increases sales and overall revenue.

“We went out to tender with the Cybertill team who understood retail and the approach and development of new ideas. The Cybertill EPoS system was very easy to use and easy to set up, no matter where we put it.”

Graham Richardson, Director of Retail, Ashgate Hospicecare

National Charity Retailers

With hundreds of shops and warehouses around the country, national charity retailers need an end-to-end solution to manage their supply chain, stores, and online presence, along with supporters, donors and volunteers. CharityStore offers:

- ✓ Scalable cloud based EPoS system with back office reporting
- ✓ Real-time stock levels
- ✓ Supporter loyalty programme
- ✓ Integration with ecommerce to sell online
- ✓ Merchandising and warehousing modules

Again lowering costs and increasing revenues

“The Cloud allows us to react quickly to sales data, customer spending trends and seasonal changes. Moreover, it provides great insight into ‘click and brick’, ecommerce and social media reaction.”

Darren Irwin, Group Head of Trading, PDSA

CharityStore

EPOS Platform

The market leader in Charity and Hospice retail, Cybertill's CharityStore platform is **trusted by over a third of charity shops in the UK and Ireland**, helping to maximise profits, automate processes, and raise more for their causes each year.



Gift Aid Software



Ticketing



Electronic Donor
Sign Up



Stock Control on New
& Donated Goods



Donor Emails



Workshop



Loyalty & Supporter
Cards



Furniture Re -Use



Supporter
Management



Head Office



Mobile PoS



Warehousing



Lottery



Merchandising



Ecommerce



Reporting



Gift Aid Software

Our CharityStore platform offers two solutions: Standard and Advanced Gift Aid. Capturing Gift Aid through CharityStore is extremely accurate and lets you submit claims directly with HMRC. Our latest technology also lets charities sign up donors electronically via a tablet, away from the till and we even offer HTML donor welcome emails that automatically sends to those who agree to Gift Aid!

Electronic Donor Sign Up

Providing charities with the ability to record data electronically, Electronic Donor Sign Up saves admin time and reduces the cost of storing signed donor declaration forms, as well as costs for transporting paper declarations off site to a central location. As the function holds data electronically, charities can also save on space in store, as there is no need for filing cabinets or folders. When HMRC require copies of Gift Aid declarations, instead of searching through hard copies, the feature enables easy access to data, by searching for the donor name in the Customer Account section of the till.

Donor Emails

Working alongside our web team, you can create your own HTML email that automatically sends to a new donor who signs up for Gift Aid in-store. These emails will be sent directly from Cybertill servers and recorded in the donor's history, demonstrating good governance to HMRC over the Gift Aid process. All emails are GDPR compliant.



Loyalty & Supporter Cards

Supporter engagement and management is vital to charities, which is why our supporter cards are designed to be multi-functional. They can be used for Gift Aid, loyalty cards, gift cards and lottery cards; plus, when scanned they can prompt staff and volunteers at the till to promote upcoming fundraising events. All proven to increase transaction values and supporter engagement.



Supporter Management

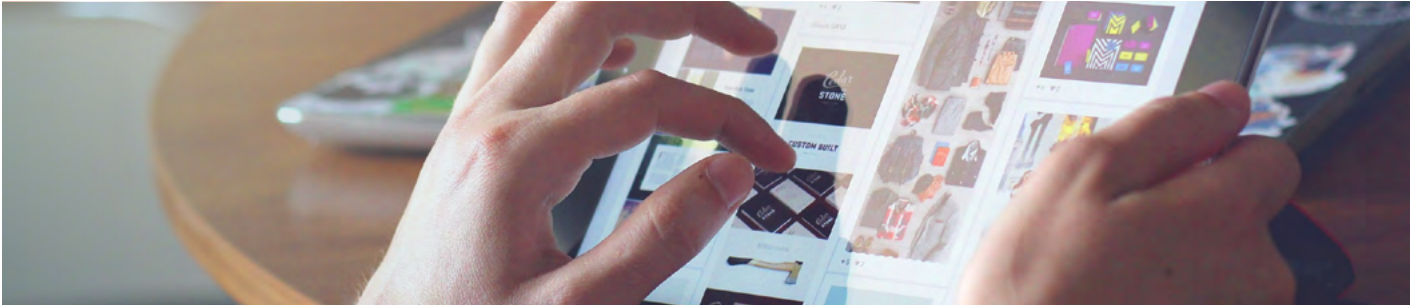
Optimise fundraising by tracking donor interaction and transactions within the CharityStore CRM system, which can then be passed to your main CRM solution. It is easy to add donor, supporter and customer details and with a post code look up facility which automatically populates the address in the system. The volunteer only needs input the house or flat name or number. As our software is cloud-based this means there is a single, real-time, central database that eradicates duplicate data and provides all shops with access to the same live information.



Mobile PoS

We've made it easy to deploy CharityStore onto tablets, providing charities with the ability to implement Mobile PoS within shops and at events, where you can sell stock and sign up donors and supporters to Gift Aid no matter where you are.





Lottery

Print lottery tickets direct from the till, right down to the last minute with the CharityStore platform which interfaces with several lottery providers. Managing the retail sales of the lottery through the till means head office can see in real-time how ticket sales are going, so they can target stores more effectively.

You can take a person's details in a few seconds with our post code look up facility, and because its cloud-based there is only one central database, eradicating duplicate customer details.

Ecommerce

Donated goods added to the EPoS system are not only visible in-store, but also on your ecommerce website in real-time, from an individual, regional or central location store. Enabling stock to be sold anytime, anywhere provides a true multi-channel solution for charities.

We also help charities develop their online presence by offering a wide range of services including website design, Search Engine Optimisation and click and collect.

Ticketing

Combine all your fundraising tickets and registrations in-store through the CharityStore platform. In partnership with Web Ticket Manager our exclusive Event Manager feature enables your charity's retail and fundraising divisions to work together to drive you more income, increase engagement and gain you more promotion – with little effort, low cost and easy admin.



Head Office

Visibility of your charity retail estate is vital to understanding how the business is performing, and having the ability to access information from any location at any time is even better. The back-office function of CharityStore is a virtual head office that staff, and management can access from anywhere, so if the head of retail is visiting shops they can still access the system on any device from a phone to a tablet to see how the shops are performing.



Workshop

CharityStore has the option of a workshop module within the EPoS system, allowing charities to track and record tasks such as PAT testing on electrical items, manage upcycle work and calculate pricing.



Furniture Re -Use

If your charity specialises in furniture re-use the CharityStore platform can help manage everything, from collections and deliveries, to booking in stock and managing Gift Aid. In conjunction with the workshop facility, repairs and upcycle work can be logged and tracked, ensuring you can charge a premium price for the goods.



Stock Control on New & Donated Goods

Providing live, real-time stock levels, the CharityStore platform helps manage stock and purchasing of new and donated goods. Live stock levels of items by category and sub-categories lets you identify which stock lines sell best in which shops so you can replenish stores with the right items again increasing sales and overall revenues.



Warehousing

CharityStore's warehouse module lets you allocate zones, aisles, sections, levels and bins. Each bin is allocated a type, its dimensions and weight capacity, along with many other variables, helping charities structure the warehouse efficiently and prepping items so they are shop ready. You can even maximise revenues by pricing and Gift Aiding centrally before sending products to individual shops.

Merchandising

Replenishment and fulfilment to stores can be complex, but with the CharityStore merchandising module you can create profiles of your stores, via size, products carried, location and more; letting you allocate the correct stock to the right shops, against each profile.

Reporting

The CharityStore platform provides a variety of reporting tools that lets you analyse all aspects of your shops. All reporting is done in real-time, providing a live snapshot of what is happening across the business, enabling charities to be more proactive, through identifying trends and issues immediately. Reports can be easily broken down, so they can focus on a single store, or multiple stores across the entire estate, and as the system is cloud-based, it can be accessed from anywhere.



“Since the system has come into place, Gift Aid has increased dramatically. Now we can check instantly, and Gift Aid increased from 40% to 70% in just six weeks. It’s all instantaneous now which is great.”

Karen Haines, Store Manager, Barnardo’s

Gift Aid

According to HMRC charities lost out on **over £600m additional Gift Aid funding** in 2017. Many charities can be put off by the process of claiming Gift Aid, it can be administratively cumbersome, extremely time consuming and even difficult for some to input sales values and categories into the till manually.

That's why Cybertill's CharityStore platform offers two Gift Aid options: **Standard Gift Aid** and **Advanced Gift Aid**.

So, what's the difference?

With Advanced Gift Aid, when the single scan barcode is read, the till enters the price, category and the gift aid in one single scan, making it much faster and 100% accurate.

Is it HMRC compliant?

Yes. CharityStore Gift Aid functions have been developed in line with HMRC recommendations. You can also submit Gift Aid claims online, automating the process, reducing admin time and costs.

Standard Gift Aid



Recording, automating all transactions and helping charities notify donors, the Standard Gift Aid functions is incredibly easy to use. At the till point the volunteer simply chooses the correct hot shot (whether the item is Gift Aided or not) they then choose the category of the product and enter the price. Once this is done they scan the barcode of the donor ID and take payment. Simple.

Advanced Gift Aid



Transforming the 'till' and the complete process of selling a Gift Aid item, the CharityStore Advanced Gift Aid Software means there is no need to have a separate donor label, or search and enter the price or category manually. All the till operator does is scan a single barcode attached to a label that says what the item is and how much it costs. It's faster and more accurate and increases transaction values significantly.



Benefits of CharityStore

Here at Cybertill we are always continuing to develop and improve, which is why we took what was working for high street retailers and developed it to suit the charity sector

- ✓ Removes the costs and associated risk of having extensive internal IT infrastructures
- ✓ Fast implementation of upgrades and new features. We release small updates regularly, keeping up-to-date with the latest technologies
- ✓ Provides automated software updates and data back-ups at no further cost, saving substantial sums over a 5-year period
- ✓ Supporter CRM database is accessible from all stores, so donors and supporters can be easily identified anywhere when donating or buying
- ✓ Electronic donor sign-up on a tablet that takes less than a minute to securely sign up a donor, anytime and anywhere saving costs and increasing accuracy
- ✓ Improves ability to focus on core business not IT issues
- ✓ Safe log in that records who is using the till, at what time along with all their transactions
- ✓ Take transactions even when your internet connection is intermittent with the Seamless Till feature. In fact, it's so efficient, you would hardly know the till was offline!
- ✓ All the Gift Aid revenue you make is yours - we don't take a penny of it
- ✓ Real-time access to data, stock and sales across all stores, online, meaning no overnight polling
- ✓ Sell fundraising and lottery tickets in real-time, across all stores, online and mobile, right down to the last minute
- ✓ Easy-to-use Gift Aid function that reduces admin and eradicates mistakes, increasing accuracy & revenues
- ✓ Cybertill is ISO9001 and ISO27001 certified so your data is safe with us. We are also GDPR compliant.

Cybertill

Professional Services



Training



Service Desk



Project Services



Service Delivery
Management



Digital & Web
Services



Account
Management



Support Coverage



Consultancy Days



User Group



Free Software
Upgrades



Business Analysts



Consumables



Cybertill Charity
Conferences

Installing a new EPoS system is a huge deal for charities, and we understand that once you have invested in a system you will need our support the most.

Cybertill offer a variety of services, both standard and bespoke that help you, your staff and volunteers get the most out of your investment.

“Account Managers are helpful and knowledgeable. Training days can be booked, and all trainers take the time to know what you want and explain what would work for you to get the best outcome of the day.”

***Sue Sumner, Head of Retail,
Lindsey Lodge Hospice***



Professional Training

Our Training Accreditation Programme (TAP) qualified trainers have trained over 45,000 volunteers. We tailor your training to your exact workforce education approaches. From direct training formats, to classroom training, to 'train the trainer' programmes, we will work with you to create your perfect training provision and provide extended multi-media learning tools to support you in attaining the benefits Cybertill's CharityStore platform provides.

Service desk

We understand that charity retailers don't work standard 9-5 hours. Which is why our UK-based support services keep you up and running and open for business 365 days a year. Our helpdesk is open 07:30 to 22:00 Monday to Saturday and 08:30 to 18:00 on Sunday and Bank Holidays. We offer telephone and online support services along with engineer call out on a 7 day 365 basis, and we are always here to help you in any way we can.

Project Services

We help remove the hassle and strain of systems installation and migration and ensure that your technology and infrastructure runs smoothly and seamlessly. Cybertill's project services team manage your deployment with ultimate care, attention and precision including:

- ✓ Complete end-to-end Project Management for implementations and infrastructure upgrades
- ✓ Arranging training
- ✓ Pre-launch testing
- ✓ Risk Logs and corrective action plans
- ✓ Multiple supplier liaising and management

We do the work to ensure your project is delivered

Service delivery management

We offer a dedicated Service Delivery Manager (SDM) to those who require additional service. Their role is to work with you and your team to discuss opportunities to improve your product and user performance of CharityStore.

The SDM uses a range of techniques, from business process improvement and change management to detailed service reporting, ensuring you are getting the most out of your partnership with us and maximising revenue and your return on investment. Working closely with you, the SDM can help you increase your trading capacity by reducing the time spent on issues/calls into the Service Desk.

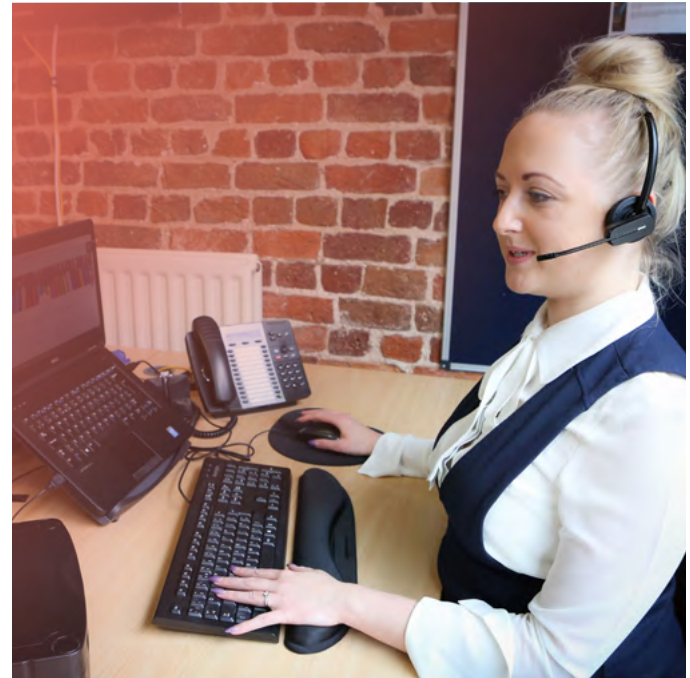
Account management

When you invest in the CharityStore platform you will automatically be assigned an Account Manager who will look after you every step of the way.

Building and maintaining relationships is important to us which is why we have a team committed to helping you succeed by phone, email, or face-to-face at your shop or at our office.

Digital & web services

Cybertill offer a variety of web and digital services, including all digital services from graphic design and web builds to services that will help improve your existing website's performance in search engines.



Support coverage

Offering nationwide engineer support coverage and spare parts when needed, means you can be seen to quickly if anything goes wrong.

Consultancy days

Helping you make the most of your investment and realise the potential of your business by using the CharityStore solution to its optimum effect.

To help you improve the performance of your charity retail business Cybertill offer bespoke consultancy training days to help you:

- ✓ Maximise selling opportunities
- ✓ Increase customer loyalty
- ✓ Implement and manage staff incentives
- ✓ Increase web sales
- ✓ Make the most of your promotions
- ✓ Improve awareness and make more informed business decisions

Consultancy training sessions are available as a 1-day or 2-day pack where one of our trainers will hold an on-site session, geared specifically to helping you optimise the system for you and your business needs.



User groups

Cybertill values customer feedback and hosts ‘customer user groups’ nationally several times a year. By involving users of different parts of the CharityStore software, including representatives from specialist sectors, we align roadmaps and strategies, ensuring that our customers influence the future of the CharityStore product. The Cybertill CharityStore user groups are a forum for customer communication and collaboration, as well as a chance for Cybertill to shower customers with some appreciation! Best of all, this approach means that Cybertill is creating products and services in collaboration with our customers to help us meet future challenges together.

Free software upgrades

As a true cloud solution, it is easy to update our system centrally, so we offer free software upgrades every few weeks. This is all managed by Cybertill so you simply log on and use the software. This helps ensure you are using the latest technology in your business and you don't need to worry about installing upgrades yourself.

Business Analysts

Our team of business analysts work with you to match your processes with the CharityStore system, whilst also offering advice on how processes can be streamlined. Cybertill's analyst team all have extensive retail knowledge, as well as experience of working in retail to give you the peace of mind and detailed understanding of retail operations and best practice you need.


Consumables

We offer our customers high quality, tested and supported consumables that can be delivered directly to your store and with an in house dedicated consumables team on hand to assist with queries you can cut out the middle-man and save money!

Cybertill Charity Conferences

Because we like to be different... We like to offer our customers a chance to get together and talk about our CharityStore platform and what's going on in the industry.

Our educational charity retail conferences occur every 18 months and in the past, we have had organisations such as HMRC, Charity Retail Association and Weighman's Solicitors discuss a wide varied range of topics, including Gift Aid legislation and GDPR.

 ***“Fantastic company. Always on hand whenever there's any queries. Account managers are very helpful, and the trainers are very skilled.”***

***Melissa Campbell, Warehouse Manager,
Wakefield Hospice***

About Cybertill



Cybertill provides complete retail management solutions for service-focused businesses. Its dedicated cloud platforms, CharityStore and RetailStore feature a real-time single view of stock, sales and customers across all customer touchpoints including branded retail shops, pop-ups, franchises, concessions, online and mobile.

Founded in 2001 by omnichannel retail pioneer, Ian Tomlinson, Cybertill pushes boundaries and works with customers to build solutions that suit their business needs. Cybertill serves over 700 businesses globally and helps process over 64 million transactions a year.

A market leader in Charity and Hospice retail, Cybertill's CharityStore platform is trusted by over a third of charity shops in the UK and Ireland. With a dedicated UK-based support team, and seamless modules for Gift Aid, Cybertill has helped UK charities maximise profits, automate processes, **and raise more for their causes each year.**



Cybertill

Join **over 4000** charity shops
by making **CharityStore**
your EPOS system of choice

Book a **FREE** demo



Call: 0800 030 4459

Email: enquiries@cybertill.com

Website: cybertill.com/charitystore

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