

CASE STUDY

# Sweaty Betty Improves Operational Efficiency with NewStore

Mobile POS reduces time and effort spent on shop floor tasks by 75%

Sweaty Betty is an activewear and lifestyle brand for women focused on its responsibility to the planet (1M+ plastic bottles have been transformed into leggings) and its people (women make up 89% of the company's employees). Over the last 25 years, Sweaty Betty has grown from a small London boutique to an international business. It has a global web presence and more than 70 stores across the U.K. and Ireland, with plans for expansion in the near future.

## WHY NEWSTORE?

Sweaty Betty has experienced substantial growth the last few years, which has been a positive development for the company. However, the surge in growth pushed the brand's technology, data, and processes to their limits. This realization prompted a widespread awareness within the company that change was necessary. As a result, the retail and technology teams established a goal for 2022: to modernize the brand's in-store systems and create a seamless customer experience that would support the ongoing expansion of the business.

During the search for the right solution, Sweaty Betty prioritized several technology principles. It sought a solution that was cloud-first, API-led, and customer-centric, while also encompassing best-in-breed applications. After evaluating a number of providers, it ultimately chose NewStore because it aligned perfectly with all of these principles and integrated nicely into the rest of the brand's technology stack. Additionally, NewStore is a mobile-first solution, which Sweaty Betty believed would help its sales associates truly love what they do.

## USES

- **Mobile POS**
- **Internationalization**
- **Omnichannel Insights**

## MOBILITY BOOSTS EFFICIENCY AND INNOVATION

Throughout its technology transformation, Sweaty Betty placed great importance on its store systems empowering sales associates rather than holding them back. The brand's legacy POS had constraints in terms of functionality, and one of the major hurdles was transaction speed, which really affected the overall customer experience. In contrast, with NewStore, Sweaty Betty's sales associates have gained a complete POS within a handheld device. This enables them to assist shoppers directly on the shop floor, eliminating the need for customers to queue up at a till and resulting in an effective, efficient, and enjoyable customer checkout experience.

The mobility of NewStore has significantly boosted efficiency for Sweaty Betty store teams in other ways, too. One notable improvement is the streamlined refund process, which no longer requires manual intervention thanks to the simplified refund UI in the NewStore POS. Moreover, with native stock management capabilities in the NewStore POS, receiving new inventory shipments is much more convenient. Previously, this task took hours and had to be completed before the shop opened, typically next to the cash desk. However, it can now be efficiently handled during downtimes throughout the day, from any location within the store.

With a range of enhanced workflows made possible by NewStore, Sweaty Betty has successfully reduced its operational workload by an impressive 75%.

In addition to the noted operational efficiencies, Sweaty Betty's brand and creative team now have freedom to explore new store concepts, such as the impressive Battersea Power Station shop in London. This store showcases a minimalist and spacious design, and the NewStore mobile POS stands out as a distinct feature in the stunning location. Overall, the implementation of NewStore has resulted in in-store engagement that has never been so high.

*Want to reach your goals with NewStore? [Contact us!](#)*

## IMPACT

**75%**  
increase in  
operational efficiency



“Choosing NewStore has been well worth it because we've not only been able to take advantage of a newer architecture that doesn't have to cope with a long-term legacy, but it's also a company that we can work with to evolve their product offering going forward. And that's really exciting for us.”

**SIMON PAKENHAM-WALSH**  
Chief Technology Officer, Sweaty Betty