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SPORTMASTER WINS DANISH E-COMMERCE AWARD WITHIN THE OMNI-CHANNEL CATEGORY WITH WALLMOB OMNI-CHANNEL POS PLATFORM.

When SPORTMASTER 21st of May won the Danish e-commerce award 2015 for best Omni-Channel solution, it was partly because of Wallmob's iPad-based POS system.

SPORTMASTER's employees offer "up-sale" in the web shop directly from the iPad-based cash register in the physical stores why the judges rated it as the complete integration of the physical and digital sales channels.

"We are very proud of the price and see it as a proof that our omni-channel strategy during the last two years has been the right strategic path. We can now offer a holistic-based customer service that meets customers wherever they are, whether it is in the physical store or online. It creates a far better customer loyalty and gives us a competitive advantage in a market under pressure" - states CTO in SPORTMASTER, Christine Mohr.

The explanation for winning the price from FDIH (Association for Danish Internet Commerce) they especially emphasized that SPORTMASTER's e-trade had gone from 0 to 100 since 2013, when the chain did not have a clear e-commerce strategy, until today to have a full implemented omni-channel solution as a strategic platform Go To Market platform.

"That's right, it's been fast development, but it is not only us. We have also had access to the right technology in Wallmob's POS system that made it possible for us to develop our business in such short time. It says something about how much can be achieved when new technology is incorporated into the company's strategy from the start" - states Christine Mohr.

She adds that SPORTMASTER during the next year expects to expand its omni-channel platform with even closer customer relationships and increasing service in mind.