Introduction
Established in 1851, Moss Bros is a leading formal menswear brand in the UK that has clothed government ministers, military officers, and many other distinguished people over a history of more than 160 years.

In early 2013, the business embarked on an ambitious journey to expand its digital footprint and revenue both domestically in the UK, and internationally, across multiple channels including desktop, mobile, and mobile point-of-sale (mPOS).

Partnering with Adyen
Moss Bros’ existing payment service provider could not deliver the global reach and functionality to match its ambitions, so the business began searching for a new payments technology solution to accompany its website re-launch.

Ultimately, the key reason Moss Bros chose to partner with Adyen was that the Adyen payment platform provided integrations with all potentially interesting local payment methods in international markets – giving Moss Bros the ability to offer local shoppers the payment options they require.

Global E-Commerce Rollout and Results
Moss Bros initially adopted the Adyen payment platform as a payment gateway and an acquirer in the UK to coincide with the launch of its new e-commerce site. This rollout had an immediate impact on revenue, tripling the conversion rate across the website, and in the first year, Moss Bros saw a 209% growth in total online revenue in the UK.

Following the successful UK launch, the business embarked on an online-first international expansion strategy, launching e-commerce sites in Ireland, the Netherlands, Sweden and Denmark, followed by an Australian site in early 2014.

To ensure maximum convenience for its customers, the business collaborated with Adyen to offer targeted local payment methods in relevant markets, for example, iDEAL in the Netherlands. Proving the effectiveness of this solution, within a few months of launch around 6% of the business’s sales were coming through its international e-commerce sites, and in the Netherlands, approximately two thirds of Moss Bros’ current sales are now made through iDEAL. This highlights the business value of offering key local payment methods and local currencies in international markets.

In a further effort to increase conversion rates, Moss Bros collaborated with Adyen to disable 3D Secure for locally-issued cards in markets in which 3D Secure leads to increased abandonment at the checkout stage. This has resulted in increases in conversion of up to 20% in some markets.
M-Commerce Rollout and Results
Moss Bros also launched a mobile-optimized site in May 2013, supported by the implementation of one-click payments, a functionality which makes repeat purchases as fast and frictionless as possible for shoppers. In just over one year, the site has quickly grown to the point that 10% of the company’s online sales are now on mobile devices.

Mobile Point-of-Sale (mPOS) Rollout and Results
A particularly interesting aspect of Moss Bros’ omni-channel strategy is an initiative to roll out tablet-assisted POS payments in its retail stores. This has a number of benefits for customers and staff. If a customer sees a product that isn’t available in their size or is not stocked in that store, previously there would be a manual process where the item would need to be ordered from stock and delivered to the relevant store for the customer to pick up.

But besides the time investment, this situation carried risks in terms of missing an opportunity to deliver a consistent experience to the customer, and on a sales level it also meant the customer may change their mind before completing the purchase.

Since rolling out the new solution, if an item is not in stock, customers can use a custom-made app on an in-store tablet equipped with the Adyen point-of-sale terminal (a Chip and PIN payment device) to pay for the product immediately and have it delivered either to their home, office, or even in the store they made the purchase from or from another more convenient store. The business is seeing promising results from this recent rollout to 10 stores in the UK, and is now incentivizing staff to make more sales on the app.

Future Growth with Adyen
Following successful multi-market and multi-channel rollouts, Moss Bros is now planning further international e-commerce expansion with the Adyen payment platform to France, Germany, and the US.

“For an omni-channel, multi-market offering such as the one we are developing with Moss Bros, a single payments solution with one backoffice that can be rolled out seamlessly across multiple markets, payment methods, and currencies is a real game changer. I’m extremely excited by the success our partnership has achieved so far, and look forward to building on it further as we develop our offering in new markets in Europe and North America.”

Neil Sansom, Omni-Channel Director at Moss Bros Group