

# Alana Interiors: Worldpay is part of the family when it comes to taking card payments

Opened in 1997, Alana Interiors is a family-owned department store in Lurgan, Northern Ireland.



The well-established store offers an extensive range of kitchenware, home accessories, bedding, women's clothing and gifts.

The shop also features the renowned Café Alana. Here shoppers can enjoy a post-shopping coffee and freshly baked cakes.

The café provides the opportunity for relaxation, while children can amuse themselves in the playpen or grab some sweets from the newly opened traditional sweetshop.

The store also has an online presence selling accessories, collectables and gifts.

Furthermore, the option is available to create and view wedding lists online.

In addition to their regular business, Alana Interiors holds frequent in-store events such as wedding fairs and fashion shows.

Earlier this year, the company was selected as the Northern Ireland finalist in the FSB Worldpay UK Business Awards.

#### **The challenge:**

Fifteen years ago, before she began taking cards, Managing Director, Carol Little noticed that consumers increasingly prefer to make card payments rather than having to carry large amounts of cash.

As the majority of transactions in department stores are of a relatively high value, Carol needed a fast card payment service to meet this demand across the many till points throughout her 18,000 sq ft shop.

Now with over 30 employees across the business, Carol still needs card machines that are easy to use, reliable and need minimal training.

#### **Recommendation:**

As a small business, Alana Interiors has continued to work closely with their local bank.

It was their bank manager who recommended using Worldpay when the business opened more than 15 years ago.

In all that time, Carol has had no major issues with Worldpay – the bank's recommendation was certainly justified!

**“People are more willing to add a few things on to their purchase at the till, whereas before we found that they didn't want to dig around for an extra five or ten pounds in their purse.”**

### **Increased sales and excellent customer service**

Carol has found that by continuing to accept card payments, the average spend of each customer has increased.

**“The majority of our transactions are now by card, and we have a terminal at every counter.”**

Over the past 15 years, on the rare occasion when they have had minor technical problems, Carol has been more than pleased with Worldpay's quick and efficient customer service.

“We find the Worldpay helpdesk very easy to deal with,” said Carol.

**“If there are faults with terminals, it's easy to get through to, and we have a replacement within one or two days. In this age when consumers are increasingly wary of security, we are very confident in having Worldpay as a partner.”**