

Speciality multi-channel retailer LessBounce averages 15% year on year organic growth and scoops business accolades with systems from Options Mail Order

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Press Release

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Change in VAT rate straightforward with OPTIONS

LessBounce, the website and catalogue retailer that famously provides 'Real Support for Real Women' is using OPTIONS to successfully grow its business. LessBounce (www.lessbounce.com) was set up by fitness expert Selaine Saxby to fill a gap in the market, and the site now provides the largest range of sports bras in the world.

The OPTIONS platform was selected when the company was very new, when the decision was taken to invest in the system rather than take on a new employee.

Selaine Saxby, previously a Wessex Business Woman of the Year, and winner of various other industry awards stated, "If a mail order or multi-channel retailer, no matter how small, is confident that it is going to grow, then they should do their level best to get a system as soon as they possibly can. It saves so much time and heartache later on. If you can't afford it all at once, you should work out what you will need, and ensure that you get all the right parts so that they work together and integrate well."

Ms Saxby goes on to say, "Having the OPTIONS system has definitely helped LessBounce (<http://www.lessbounce.com>) to grow quicker than we would otherwise have been able to do. It has saved so much manpower when we have been growing fast, and it has saved us from descending into chaos during our most busy periods. During the recent change to the VAT rate, OPTIONS was able to apply the new rate automatically, so there was no disruption to trading. Most importantly it has enabled us to keep a keen eye on stock ensuring we maintain profits and provide an excellent level of service to our customers "

OPTIONS provides the platform for running the entire mail order business at LessBounce. All product information is set up with individual codes within OPTIONS and all stock for both the mail order and internet sides of the business is managed from within OPTIONS. Internet orders are compiled from the e-commerce system each morning and automatically interfaced with OPTIONS. The system then enables

the smooth fulfilment of orders with all the associated paperwork. All credit card transactions are processed through OPTIONS including returns, with refunds being automatically repaid to the appropriate customer credit or debit card.

OPTIONS manages the customer order at every stage, sending customised emails to alert the client as to

the status of their order. Customers are also able to ring a freefone number LessBounce to check the status. In addition, LessBounce runs a 'Fitness Professionals Club' where people that run their own gym or aerobics club have a special code entitling them to discounts when they shop.

According to Chris Andrews, Managing Director at Options UK; "It has never been more crucial for retailers to manage every aspect of their business as closely as possible. Even small, start-up businesses benefit from having a proper retail and mail order management platform. By automating as many processes as possible we enable the retailer to concentrate on their core business; providing an easy way for customers to purchase products and providing excellent customer service."

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NOTES TO EDITORS

About LessBounce.com

Founded in 2001 by Selaine Saxby when she couldn't find a good sports bra locally, LessBounce.com has grown organically and gone from strength to strength. Now a successful website as well as a paper-based catalogue, LessBounce.com stocks the widest range of sports bras any where in the world, covering sizes 28AA to 52J.

The company has won many awards. The most high-profile of which was Wessex Business Woman of the year in 2003 for Selaine. In 2004 LessBounce was Wiltshire Business of the Year and in 2008 the team won the Customer Service Award from the Salisbury and District Chamber of Commerce.

For more information please visit www.lessbounce.com

About Options UK

The Options Management Team are supply chain specialists. In 1981 they formed a company to supply bespoke systems to major international companies such as Pentax and Cadbury Schweppes. These systems were packaged and sold to worldwide multi-nationals such as Pirelli, Hotpoint, Lucas, Raleigh and Unilever.

As part of the company's development, the European rights to a mail order management system were acquired in the mid 90s. Following experience of supporting this product, Options was formed in 1996 to develop the OPTIONS Mail Order Management System.

Options has UK Offices in Thame, Oxfordshire, that accommodate product development, sales and the customer response centre. User training is given at the company's residential training centre near High Wycombe, Buckinghamshire.

Options Software Australia Pty Ltd's office is located in Sydney, Australia. Options Software Australia Pty Ltd has an exclusive distribution agreement for the Asia Pacific region, to develop, supply and support the OPTIONS Mail Order Management system.

For Company and editorial information contact:

Chris Andrews
Options Mail Order Software Ltd
Tel: 01844 211 830
Email: chris@options-mailorder.co.uk

Andreina West
PR Artistry
Tel: 01491 639500
Email: andreina@pra-ltd.co.uk