



itim Mini Case Study

Majestic 'Shop Local'

Uniting Digital Convenience and In-Store Experience
to Boost Sales and Engagement



Contents



Customer Profile

The Opportunity

The Solution

The Results

Client Testimonial

About itim





Customer Profile

Majestic

The UK's Leading Specialist Wine Retailer

Majestic Wine is one of the UK's leading specialist wine retailers, renowned for its extensive selection of wines, expert guidance, and customer-focused approach. Established as a specialist in fine wines, the company operates a network of high street stores alongside a robust online presence, catering to both casual wine drinkers and connoisseurs alike.

With knowledgeable staff and interactive tasting sessions, Majestic Wine provides a unique, engaging shopping experience. Their stores are designed to educate and inspire, making wine selection both enjoyable and accessible. In addition to traditional in-store shopping, Majestic Wine has invested in digital innovations to meet evolving consumer needs, offering seamless online shopping, personalised recommendations, and flexible delivery options. Dedicated to maintaining high standards, Majestic Wine continually updates its range to reflect the latest trends and customer preferences, solidifying its reputation as a trusted authority in the wine retail sector.



Founded

1980

Stores

200+

Staff

1300+

Wine Experts

400+

Revenue

£382.5m

Challenge

- Manual, phone-based ordering created inefficiencies.
- No digital visibility of local store stock.
- Legacy systems limited scalability.

Solution

- Introduced 'Shop Local' – giving customers online access to real-time local store inventory.
- Enabled automatic postcode recognition to match customers to their nearest store.
- Extended fulfilment options with integrated Click & Collect and local delivery.
- Built on existing systems – no replatforming, no disruption, fully scalable.

Results

- 1 in 3 online orders now fulfilled via local store stock.
- Introduced a 4-hour Click & Collect and next-day local delivery – boosting service levels and speed to customer.
- Eliminated manual order handling – improving data accuracy and reducing fulfilment time.
- Unlocked true omnichannel fulfilment without the cost or disruption of replatforming.
- Delivered a scalable model that increased store contribution to eCommerce – while streamlining operations.



The Opportunity

In a rapidly evolving retail landscape, Majestic sought to enhance the in-store customer experience by seamlessly integrating local stock availability into its online presence. Our solution aimed to bridge the gap between digital convenience and personalised local service—empowering customers to order directly from their local store and introduced the concept of ‘Shop Local’.

For Shop Local, our objective was to seamlessly integrate local store stock into an online shopping experience. The challenge was to transform traditional phone-based orders into a digital journey that allows customers to effortlessly shop for in-store inventory—while still offering access to the full online range managed by their online fulfilment warehouse.

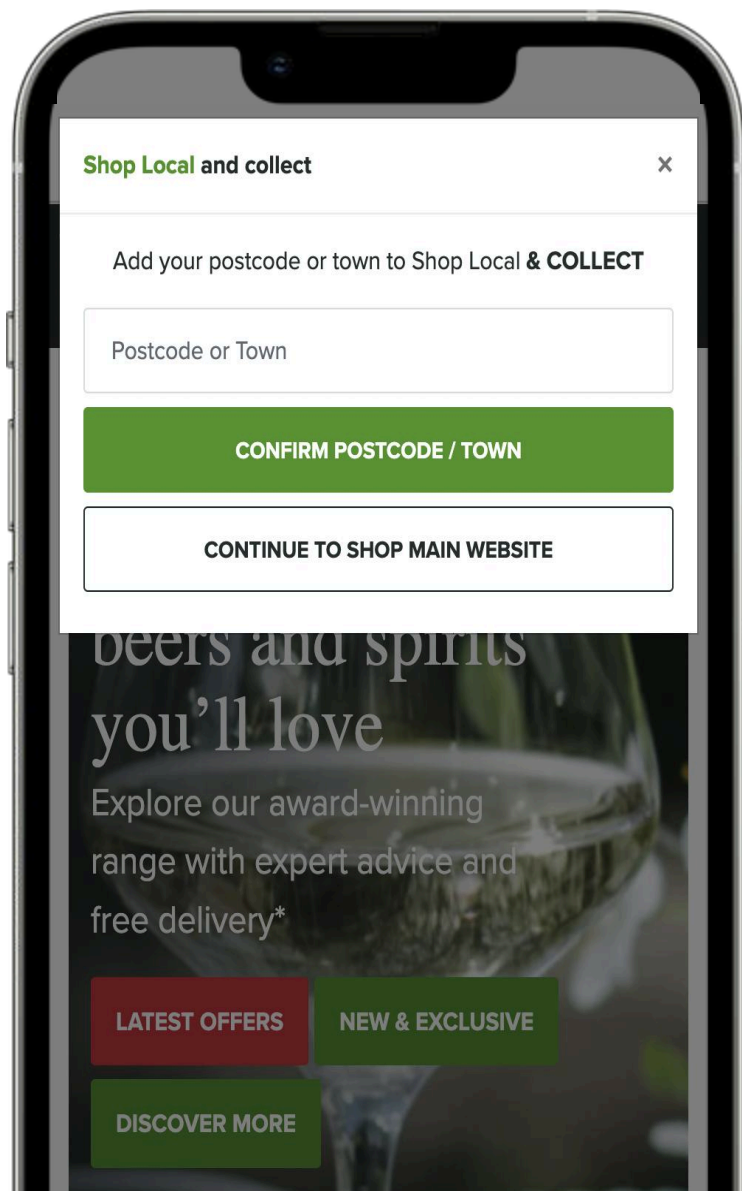
Majestic Wine faced several key challenges in modernising their customer ordering process for in-store stock:

- **Traditional Ordering Methods:** Customers typically had to call their local store to place orders, leading to delays and increased manual processing.
- **Digital Integration Needs:** There was a clear need, as customers increasingly shop online, to integrate local store inventory into a seamless digital journey. While still providing access to the full online range managed by Europa (the online fulfilment warehouse) and providing a ‘local’ store experience.
- **Operational Inefficiencies:** The existing system was prone to errors and lacked the scalability required to support future growth and store expansion.



The Solution

Our team delivered a transformation Shop Local solution that seamlessly merged local store stock with an optimised digital shopping journey.



- **Seamless Store Integration:** Customers are invited to shop their local store based on their delivery postcode (e.g., "MAJESTIC AYLESBURY based on your postcode: SW15 5PU") or by choosing the store they would like to 'Click & Collect' from.
- **Faster Fulfilment:** Real-time stock visibility and streamlined checkout enable faster, more accurate order fulfilment, whether for same-day click-and-collect or local home delivery.
- **Dual Inventory Access:** Customers can easily switch between shopping their local store's stock and Majestic's full online range.
- **Intuitive User Experience:** Dynamic banners and clear calls to action guide users from the homepage, through product listing and product detail pages to the checkout.
- **Error handling mechanisms:** (e.g., invalid postcode notifications) ensure a smooth and user-friendly experience.
- **Operational Efficiency Enhancements:** By digitising the ordering process, our solution reduces reliance on phone orders and manual processing. Complies with GDPR & Secure Payments

The Results

A proven success, Shop Local has been an integral part of Majestic's digital strategy.



Majestic

Today, around a third of all online orders are placed via Shop Local

Our innovative Shop Local solution empowers Majestic to seamlessly merge digital convenience with the trusted service of local stores. By integrating advanced online technologies with real-time stock management, we have helped Majestic enhance customer engagement, boost operational efficiency, and drive sustainable growth.

The implementation of the Shop Local solution for Majestic Wine delivered measurable improvements:



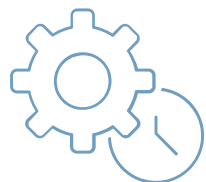
Enhanced Customer Experience

Customers now enjoy a seamless online ordering process that replicates the convenience and personal touch of in-store service. With a third of all online orders now come through Shop Local, highlighting its impact.



Faster, More Convenient Ordering

With Click & Collect available within four hours and next-day home delivery, Majestic now offers a speed advantage over many online competitors.



Improved Operational Efficiency

The reduction in manual phone orders and automated order processing has led to quicker turnaround times and more accurate stock management.



Omnichannel Flexibility

Whether a customer shops online, via mobile, or in store, the unified platform ensures a consistent, high-quality experience. This seamless integration bridges the gap between digital convenience and personalised in-store service, effectively driving store visits.



Increased Footfall & Local Impact

The digital platform is not just about online transactions—it's a strategic tool to drive local footfall. By engaging the local community digitally and turning that engagement into physical store visits, Majestic can leverage its local presence to maximise sales potential.



Scalable Growth

The flexible digital platform is designed to easily incorporate additional store locations, supporting future expansion while maintaining high service standards.



Client Testimonial



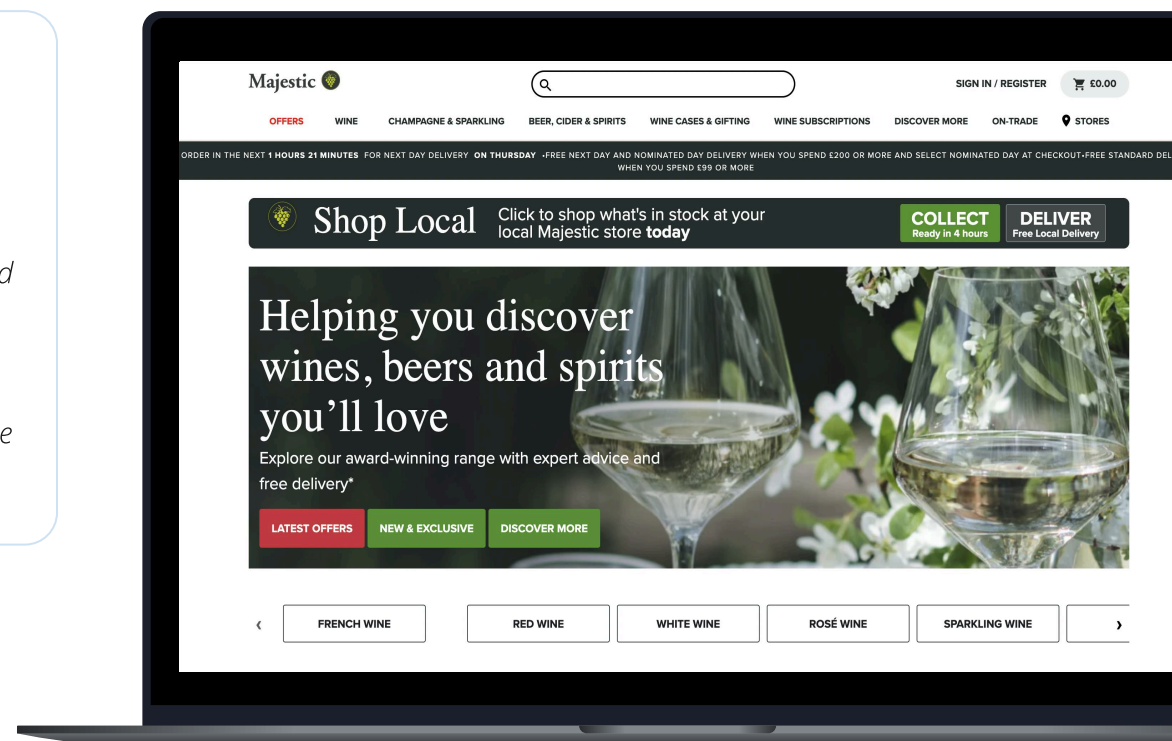
John Colley
CEO, Majestic Wine

itim helped us to deliver our omnichannel vision cost effectively and with speed. itim's Unified Commerce platform enabled us to innovate at pace and deliver rapid sales growth whilst delighting our customers.



Nick Workman
IT Director, Majestic Wine

Implementing the Shop Local solution has completely transformed our customer ordering experience. Our customers benefit from the convenience of online shopping with the reliability and speed of local stock availability. This integration has streamlined our operations and positioned us for scalable growth in a competitive market.



About itim

Empowering Retail Transformation for Operational Excellence and Profit Growth



At itim, we redefine retail engineering by delivering a suite of cutting-edge product solutions that drive operational excellence and profitability through Unified Retailing. As experts in both technology and consultancy, we re-engineer retail operations to deliver substantial improvements in financial and operational performance.

Key Offerings and Solutions

itim's UNIFY platform is central to our transformation approach, seamlessly integrating critical retail functions—Sales, Stock, Pricing, and Supply—into one cohesive system. This integration unlocks unprecedented operational efficiency, enhanced profitability, and improved customer experiences. Through UNIFY, retailers achieve:



UNIFY Sales:

Boost sales by up to 30%, optimise customer journeys, and deliver a seamless, personalised experience across all channels.

Unify Sales Solutions

Unified Commerce Platform, Unify Digital Clienteling, Unify Digital Store, Unify Order Management, Unify eCommerce, Unify Customer Information Management, Unify Wholesale



UNIFY Stock:

Increase sales with less stock, reduce inventory by 10-20%, and improve GMROI (Gross Margin Return on Investment).

Unify Stock Solutions

Unify Merchandise Management, Unify Stock Optimisation, Unify Demand Forecasting, Unify Allocation & Replenishment and Unify Stock Accounting



UNIFY Pricing:

Optimise pricing strategies to improve margins by 1-3%, boost supplier funding, and maximise cash margin contributions.

Unify Pricing Solutions

Unify Price Optimisation & Unify Markdown Optimisation



UNIFY Supply:

Enhance collaboration with suppliers, reduce costs by 2%, and accelerate speed to market, improving the overall supply chain.

Unify Supply Solutions

Unify Invoice Automation, Unify EDI, Unify Supplier Collaboration and Unify Self Billing

Empowering Retailers with Advanced Technology and Expertise



As retail engineers, itim leverages deep industry expertise to optimise every aspect of your operations. We provide scalable, agile, and future-proof retail technology that powers smarter, more profitable operations. With solutions spanning Stores, Wholesale, eCommerce, Customer Engagement, Buying & Merchandising, and Finance Reconciliation & Supplier Collaboration, we ensure you achieve the highest ROI on your technology investments.



Lower
Operational Costs



Increase
Profitability



Save
Time and Resources



Retail Engineers, Powering Retail Excellence

"Maximising Performance, Driving Profitability"
by Transforming Your Business;
Unifying Customer, Price,
Stock & Supply.

www.itim.com | Unified Retailing⁺