



How Seven Small Retailers Use Clover to Solve Everyday Problems



The day-to-day demands of running a retail business can cause many retailers to feel isolated. One study reported that **more than 70 percent of business owners** admit to having felt lonely while running their companies.

Many merchants can find inspiration from others' experiences. Hearing how other small business retailers solved a problem can provide a morale boost and help retailers get unstuck. For anyone looking for inspiration from other entrepreneurs, these retailers use Clover to help engage customers, stay on top of their business operations, accept payments and more.



1 Jennifer Oosterhoff, **3B's Flowers:** Sell online and in-store with ease

Jennifer Oosterhoff took ownership of **3B's Flowers** in Stony Plain, Alberta, in 2020. One of her first priorities was to find a point-of-sale (POS) system that could unite her brick-and-mortar operations with her quickly expanding online business.

Oosterhoff was happy with her eCommerce provider, Ecwid, so Clover POS was a natural choice because of its integration with the eCommerce platform. Her first order of business was to download **Sell Online** by Ecwid – available on the Clover App Market – to her POS to help her bring everything together on one dashboard.

“Having the integration between Clover and our website is huge,” Oosterhoff **shared**. “I really wanted something that would sync with our existing eCommerce provider that would be streamlined and easy to update. My staff ranges in age from younger than me to close to retired, so I really wanted something that would be easy for everyone to learn.”



Beyond simply wanting to reduce the learning curve for her employees, Oosterhoff also wanted to have a clear picture of her inventory to ensure she wouldn't oversell goods.

"If someone buys something online, it takes it out of our inventory right away so that we're not overselling any products that we have," explained Oosterhoff. "So if someone's ordering a plant online, we know for sure we have it in store and vice versa."



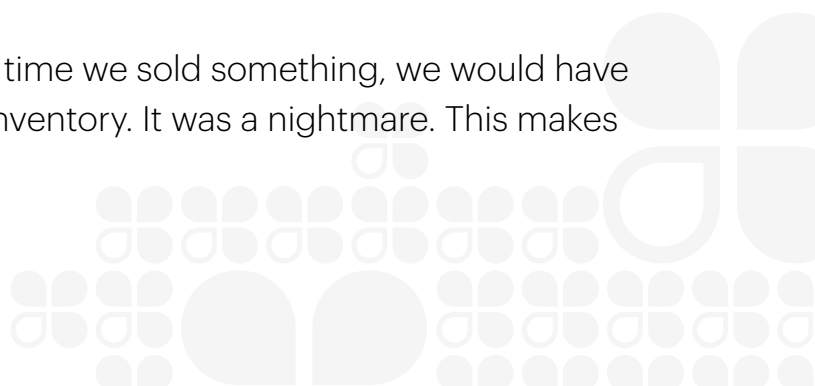
2 Whitney and Phil Mayhew, Broken Spoke Boutique: Automate inventory management

Whitney and Phil Mayhew are co-owners of a boutique in Valentine, NE. Like Oosterhoff, they were struggling to sync inventory between their online store and brick-and-mortar location. “Our old POS system would not connect to our website. We had to manually take everything off that sold in-store and online, and it was a pain,” Phil **said**. “So we needed a system that could do that for us.”

SKU IQ – available on Clover app market – allows retailers to connect and integrate their Clover POS with industry-leading eCommerce platforms. Together, Clover and SKU IQ help merchants keep tabs on orders, track inventory, set up stock alerts and more.

“The SKU IQ app is what we use to connect Clover to our WooCommerce page,” Whitney shared. “We just go into the SKU IQ app to add new inventory, adjust totals and set prices. Once we hit ‘save,’ it automatically updates our website and our Clover inventory page on the dashboard.”

“Before this,” Phil added, “every time we sold something, we would have to go online and take it out of inventory. It was a nightmare. This makes everything so much simpler.”



3 Amanda Hromadka, Gee Gee Equine: Take payments anywhere

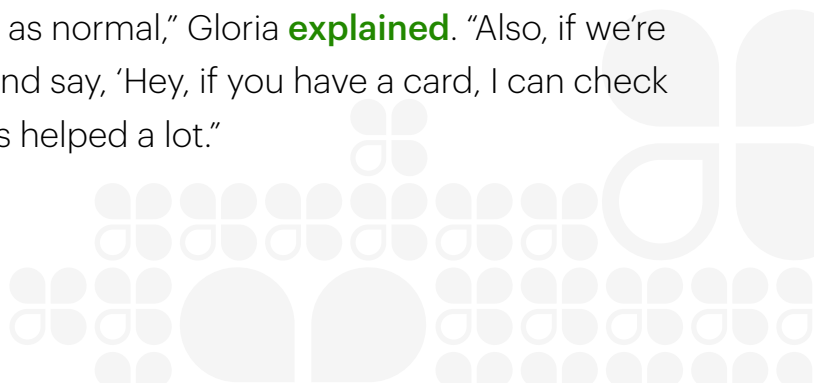
Amanda Hromadka, owner of **Gee Gee Equine** in Torrance, CA, sells boots and riding gear to equestrians – and she regularly takes her business directly to her clients. Fortunately, **Clover Flex** and **Clover Go** easily travel wherever a retailer needs to go – whether that’s a pop-up event, weekend, or farm.

“I’ll use the Flex if I go to a barn to meet a client to drop off their goods, and we’ll swipe their credit cards right there,” said Hromadka.

In addition, Hromadka uses her Flex at charity events. “Once a year, we do a charity show for Children’s Hospital Los Angeles,” Hromadka shared. “And now we have the Clover Flex that we can travel with and swipe cards there.”

Other merchants use Clover tools in situations where the Wi-Fi goes down. Ben Gloria, owner of **Your Toy Link** has found Flex handy as a backup when there are outages in the store – or even just long lines.

“Sometimes when our Wi-Fi is spotty or there’s a disruption, we just pull out the Flex and continue sales as normal,” Gloria **explained**. “Also, if we’re really busy, we’ll grab the Flex and say, ‘Hey, if you have a card, I can check you out right here.’ And that has helped a lot.”



4 Brandt DeLorenzo, Curious Plantaholic: Accept all forms of payment

A **retail POS system** allows merchants to accept all major forms of payment – including cash, check (which retailers can immediately scan and deposit), and major credit and debit cards (swipe or chip). Customers can even use near field communication-enabled cards or **contactless payments** with a mobile device, such as Apple Pay® and Google Pay™.

The convenience and speed of contactless transactions are especially enticing for younger customers, as Brandt DeLorenzo of **Curious Plantaholic** shared.

“A lot of our customers are younger, so they tend to prefer contactless payments, and because Clover supports those seamlessly, it makes it easy for our customers to buy the plants, planters, supplies and accessories and pay for them the way they want to pay for them,” DeLorenzo **said**.



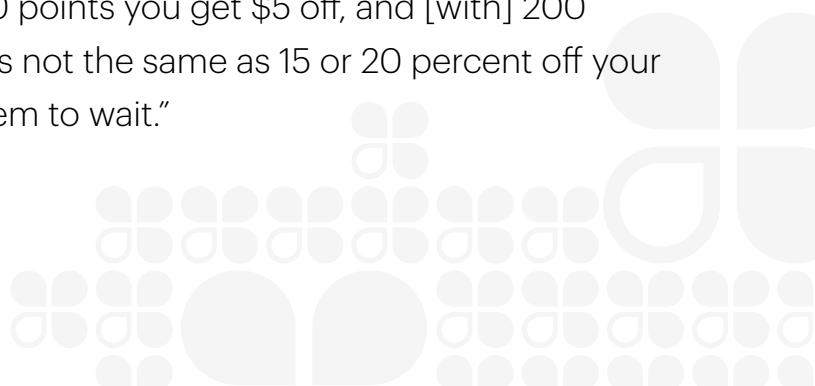
5 Corless Berry, ChoZen 4 U Boutique: Build customer relationships

Developing connections with her customers is what got Corless Berry, owner of **ChoZen 4 U Boutique** in Cincinnati, OH, into business in the first place.

“I love building relationships,” Berry stressed. “Before I had the storefront, I was going to people’s homes, showing them what I call my ‘curated collection’ and what I thought might work for them, and they decided what they wanted and didn’t. That’s something I still do now because I love building relationships.”

Berry uses Clover **Rewards** program, part of the **Clover Engagement Suite**, to show her customers some love.

“If you have 300 points, you can redeem it for 15 percent off your entire purchase. And with 500 points you can get 20 percent off your entire purchase,” **said** Berry. “With 100 points you get \$5 off, and [with] 200 points you get \$10 off, but that’s not the same as 15 or 20 percent off your entire order. So I encourage them to wait.”



6 Krystal Offord, **AK Cycle Chic**: Get support when you need it

Running a small business can feel isolating – but it doesn't have to be. Krystal Offord picked Clover POS for her new business venture, **AK Cycle Chic**, largely because of the support she received when getting things off the ground.

"I think our choice to go with Clover boiled down to the machine's simplicity and the response we received from **Clover Merchant Services**," Offord remembered. "They were very helpful, and it was super easy to get it started."

From seasoned local retailers to the newest merchants in town, let Clover help take away some of the unanticipated stresses of running the shop.

"When you're neck-deep in all the other things of starting a business," Offord **added**, "it's really nice to have something be easy."



To learn more about how **Clover** can help retailers,
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