



## CASE STUDY: TRANSFORMING PAYMENTS AT SIG U.K. WITH CLOVER

# Revolutionising payment processing with seamless integration

### The client

SIG is a leading supplier of specialist insulation and sustainable building products and solutions.

### The partnership

As the supplier of choice for SIG U.K., Clover has established a robust relationship with SIG, handling all payments for the business across the U.K. This partnership has ushered in a new era of convenient, cashless, and contact-free payment experiences for SIG's customers.

### Benefits of Clover implementation

The deployment of Clover devices has significantly enhanced SIG U.K.'s operations and customer experience in several key areas:

#### 1. Improved customer experience

Clover enables fast, convenient payments, making it easier for customers to shop and pay. The introduction of contact-free payment options has been particularly beneficial in enhancing the overall customer experience.

#### 2. Enhanced operational efficiency

The new payment system has streamlined SIG U.K.'s sales operations, providing branch staff with a more secure and efficient way to process transactions. This has led to smoother operations and quicker service at points of sale.

#### 3. Better financial management

Clover's advanced reporting features have introduced improved transaction reporting, audit capabilities and easier visibility of financial information. This empowers SIG U.K.'s Finance team with better data to manage finances and operations more effectively.



### The Challenge

SIG U.K. needed to enhance its payment processing system to provide quicker, more convenient payment options for its customers while improving operational efficiency across its sites. The existing system was cumbersome, leading to inefficiencies in transaction processing, reporting and customer service.

### The Solution

Clover payment solutions provided the perfect answer to SIG's needs:

- **Fast deployment:** The migration to Clover devices and Virtual Terminals was completed in just 11 working days across 170 sites throughout the U.K.
- **Multiple payment options:** More than 170 Clover devices were deployed, enabling quick and contact-free purchases. Customers can now pay using debit or credit cards and digital wallets, including Apple Pay, Google Pay, and Samsung Pay
- **Versatile receipt options:** SIG now has the flexibility to print, email or send SMS receipts to customers, thereby reducing its paper consumption

## Testimonial from SIG U.K.

**Malcolm Proctor, Transition Director, SIG U.K.:** “The implementation of Clover devices at SIG U.K. has improved our service to our customers and aided our branch staff and Finance team with a more secure and more efficient solution and improved management information.”

### Deployment success

The transition to Clover payment solutions was seamless, highlighting several critical successes:

- **Rapid rollout:** Achieving full migration in just 11 working days across 170 sites showcased Clover’s efficiency and commitment to timely execution.
- **High adoption rate:** The deployment of more than 170 Clover devices ensured that SIG U.K.’s network of branches and remote customers immediately benefited from quick and contact-free payment facilities.
- **Multi-payment platform:** By accepting various payment methods – including digital wallets like Apple Pay, Google Pay, and Samsung Pay – SIG U.K. has met diverse customer payment preferences, leading to enhanced customer satisfaction.

## Conclusion

The transformation of SIG U.K.’s payment processing system with Clover’s solutions has revolutionised how the business operates. By addressing the inefficiencies and challenges of the previous system, Clover has helped SIG U.K. offer a superior customer experience, streamlined sales operations and enhanced financial management.

Ready to revolutionise your business operations with Clover? Visit [uk.clover.com](https://uk.clover.com) or contact our sales team for a personalised consultation today.



**Name:** SIG U.K.

**Website:** [sigplc.com](https://sigplc.com)

**Location:** Sheffield, United Kingdom

**Business type:** SIG is a leading pan-European supplier of specialist insulation and sustainable building products and solutions, operating in the U.K., France, Germany, Ireland, Poland and Benelux.