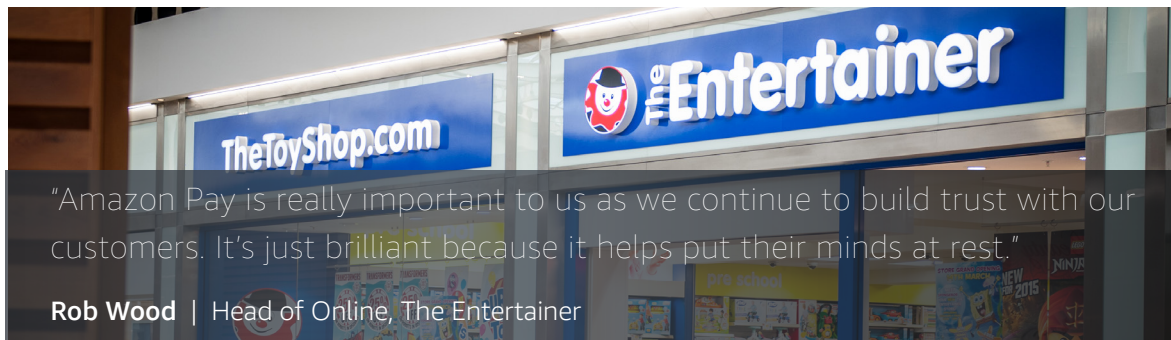


# The Entertainer reduces checkout times by 40% with Amazon Pay

www.thetoishop.com



One of the UK's fastest growing toy retailers, the Entertainer's mission is to be the best-loved toyshop—one child, one community at a time. To accomplish that goal, the retailer sells thousands of top brands in 130 stores across the UK, which makes up 15% of their total business. It also offers toys and games online through [TheToyShop.com](http://TheToyShop.com), which draws millions of visitors each year.

The Entertainer wanted a quick and scalable checkout experience for its mobile shoppers, 70% of whom are seasonal shoppers who purchase toys during the festive season. First impressions matter, and the company relies on seamless shopping experiences to sway new and infrequent shoppers to keep coming back.

To manage the large spikes in holiday traffic, The Entertainer uses SAP Hybris as its e-commerce platform and decided to integrate Amazon Pay into its site. For The Entertainer the combination has sped up the checkout process, appealing to their growing number of mobile shoppers and accommodating their fluctuating volumes of traffic. "We know Amazon Pay has more registered customers than other payment options and wanted to give the widest possible number of customers the chance to check in and check out without inputting their delivery details," says Rob Wood, Head of Online at The Entertainer.

## Faster Checkout

40%

Faster  
Checkout



By adding Amazon Pay as a payment option, The Entertainer has dramatically decreased customer checkout times by allowing customers to make purchases using their existing Amazon credentials. Because shoppers are no longer required to enter their credit card and address information, they can complete their purchases 40% faster than with native checkout."

## A streamlined mobile experience

The faster checkout experience has been especially important for mobile device users, who represent 75% of The Entertainer's customer base. Using Amazon Pay, mobile users can easily make purchases wherever they are without the awkwardness of pulling out their credit cards. "The advantage of Amazon Pay is that it helps you check out more quickly," says Wood. "That easy checkout process is especially powerful on mobile phones as most people are already logged onto their Amazon accounts."

## Higher Conversion

Since adding Amazon Pay to its site, The Entertainer has witnessed 10% year-over-year growth in the number of completed purchases, with higher mobile conversion through Amazon Pay "We've found that customers who use Amazon Pay convert 14% better than customers who use cards," says Wood. One

14%

Higher  
Conversions



reason for this may be that shoppers who use Amazon Pay can complete their transactions without leaving the site. "Remaining on the same site makes the journey clear," Wood says. "As soon as you start jumping to other sites online, you immediately become distrustful of the process."

## Less Risk, Increased Customer trust

With Amazon Pay, The Entertainer can now benefit from Amazon's fraud detection and prevention technology, which, in turn, has decreased its risk. The technology also applies to the company's "click and collect" option, which allows shoppers to purchase toys online and then pick them up at a nearby store. "One of the attractions of Amazon Pay is that the fraud screening and risk is taken care of for us," says Wood

Perhaps most importantly, the partnership with Amazon Pay has increased The Entertainer's credibility with customers as the company continues to grow. "Amazon Pay is really important to us as we continue to build trust with our customers," Wood says. "It's just brilliant because it helps put their minds at rest."



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