

Manière de Voir uses HubBox Click & Collect to offer convenient delivery for customers

Contemporary British brand Manière de Voir sees boosted conversion rates and higher average order values by offering Click & Collect with HubBox

23%

increase in average basket value
when customers Click & Collect

18%

of orders fulfilled through
Click & Collect over peak



THE CHALLENGE

Launched in 2014, Manière de Voir is a dynamic ecommerce brand that has seen impressive growth. Their luxe sportswear and edgy ensembles are hugely popular with both men and women, and Manière de Voir have seen their core demographic evolve along with their product offering; today most of their customers fall within the 25-30 age bracket.

As a brand catering to busy young professionals, Manière de Voir was on the lookout for a convenient delivery solution that would suit their customers' lifestyles.

Michael Boyle is Manière de Voir's Head of Digital and Marketing. "We wanted to give customers a straightforward way of having control over their deliveries, so Click & Collect was an obvious solution for us", he said.

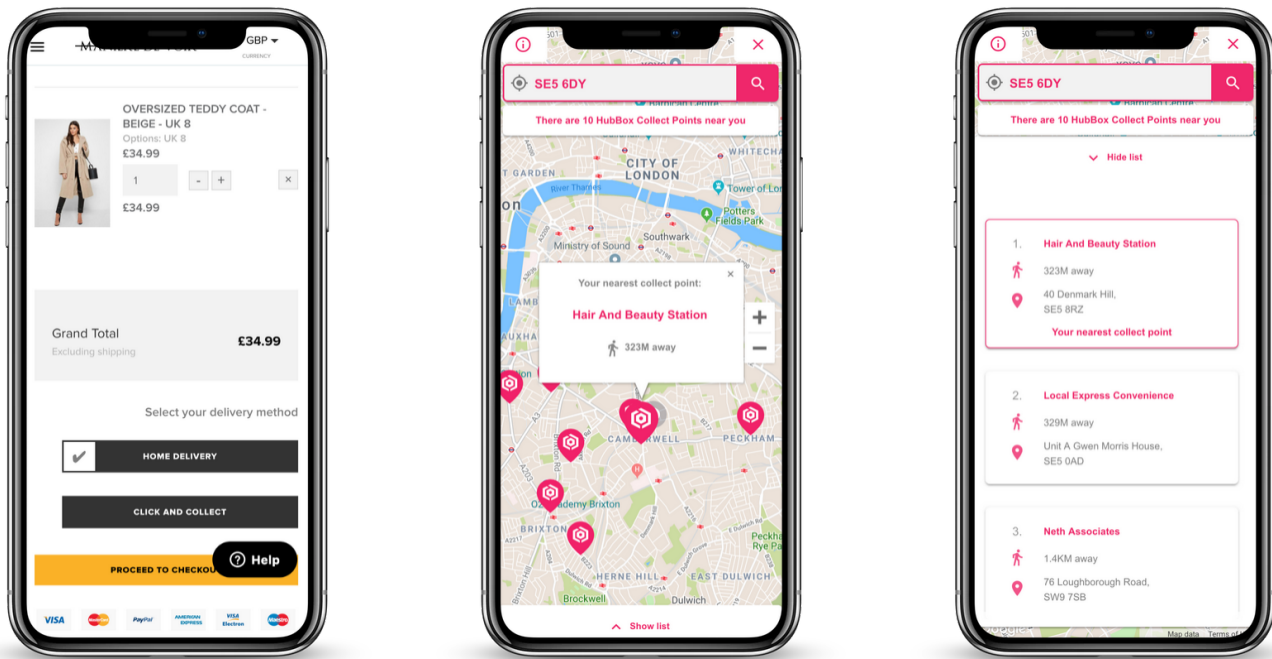
THE SOLUTION

HubBox ticked many of the boxes for the type of solution Manière de Voir was looking for. The speed and convenience of installing HubBox was one of the main reasons Manière de Voir chose to use their software to power Click & Collect.



"The fact that HubBox was so simple to integrate was a big selling point for us. Apart from that, it also just looked great on the Shopify Plus platform", Michael Boyle added.

With clear documentation and a front-end that was easy to customise, HubBox was up and running on Manière de Voir's website within a matter of hours. Without having to make any additional changes to their fulfilment process, MdV's customers could now collect their parcels from over 4,000 Collect Point locations across the UK.



THE RESULT

Within 10 months of installing HubBox, Manière de Voir saw:

- **A 23% increase in AOV for Click & Collect orders** (vs. home delivery orders)
- **18% of orders Click & Collected during the peak period** (November - December)
- **High rates of customer satisfaction:** shoppers found the Click & Collect process simple and intuitive to follow

“Considering how easy and affordable it was to set up HubBox, the return on investment for Manière de Voir has been brilliant. We can see really clearly the impact that offering Click & Collect has in terms of driving higher average order values, and our customers are really satisfied by how simple it is to check out with HubBox and collect their parcels”.

MICHAEL BOYLE, Head of Digital and Marketing