

"I can avoid manual
work and **save time**
every day."

How **Diffuse Retail** *dressed
up their till* with a SumUp
POS system and card reader

Diffuse Retail is a Warwick-based independent fashion boutique, with a range of women's party and occasion wear available to rent or buy. We chatted with owner Hannah about how getting a SumUp setup for her business improved the way they worked.



"My staff picked up the POS system in just one morning — it's *really* easy to learn."



"Before, I had a black hole of data because of manual entry. With SumUp, reporting is *a lot* easier and **way more reliable for me.**"



Point of Sale *Pro* with Solo card reader

What changed for Diffuse Retail when they switched to SumUp?

- ✓ Had comfort and security as a new business thanks to SumUp's fair and transparent pricing
- ✓ Got dedicated, human support that made an effort to always follow up
- ✓ Took on-the-go payments at offsite events thanks to SumUp's portable hardware

Most-used *features*:



Item library

Adding their fashion items to a clean, organised item library



Loyalty and promotions

Rewarding customers with coupons and VIP offers



Dedicated support

Checking in with our human support team with any questions they had



Portable payments

Taking their Solo to fashion events to accept on-the-go payments