

# Independent Retailers use Technology to Turbo-boost Sales

Out of **214** independent wholesale and retail merchants surveyed by Brightpearl, results show that multichannel sales combined with real-time technology boost revenue by **30%**.



## Automation and improved efficiency

53%

Order increase



Orders missed fell by  
70%

	Updating stock	Processing orders	Updating financial accounts	Total
Days <b>SAVED</b> per year	15	21	21.5	57.5

## Multichannel growth

84%

84% viewed selling on multiple channels as 'essential' to their growth

8%

Those customers selling on 1 channel enjoyed 8% growth

33%

Customers selling across multiple channels are growing at a higher growth rate of 33%


## Popular Sales Channels:

  
75%  
Merchants own website

  
68%  
Amazon

  
58%  
eBay

  
48%  
Physical store

  
39%  
Trade shows

  
37%  
Multiple own website

  
20%  
Social platforms

