

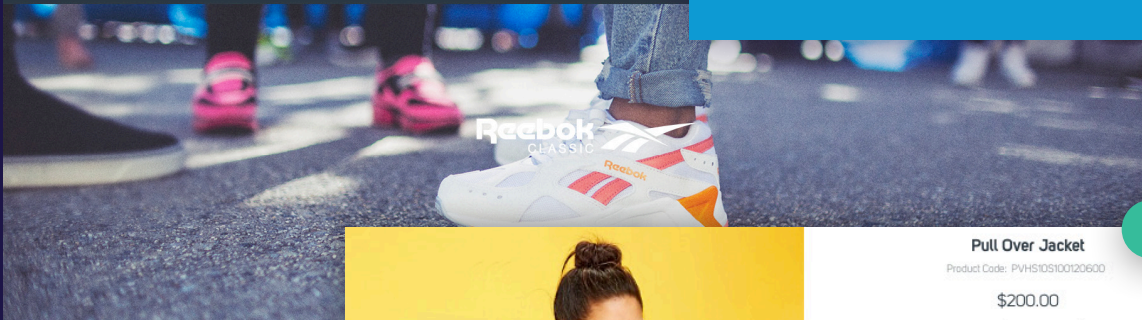
# Stirling Sports

Stirling Sports 

NEW MENS WOMENS KIDS SPORTS BR

SHOP NOW, PAY LATER WITH LAYBUY AND AFTERPAY

FREE SHIPPING ON ORDERS OVER \$100



Pull Over Jacket

Product Code: PVHS10S100120600

\$200.00

or 4 payments of \$0.00 with 

[More Info](#)

Or 6 payments of \$33.34 with LAYBUY 

[What's this?](#)

This item hasn't been reviewed yet.

[Write a Review](#)

This product is in stock and ready to ship.

600

S

1

ADD TO BAG

 Add To Wishlist

 Find In Store

CLICK AND COLLECT AVAILABLE 

## How Stirling Sports boosted Sales Growth with eStar

Stirling Sports is an iconic New Zealand sportswear brand that has been providing a range of quality sportswear for more than 55 years. The first store opened on Dominion Road in Auckland in 1964, the company has since grown to 60 stores throughout the country. Stirling Sports is a company that prides itself on providing a range of premium brands combined with a superior level of customer service. This winning combination has seen the business continue to grow and succeed year after year.



## Challenge

With big plans for growth, Stirling Sports struggled to move forward with their existing online infrastructure. The team faced issues with both updating and controlling website content. The company also faced complex fulfilment requirements, with a mix of both franchise and company owned stores. Effective order allocation and fulfilment was proving to be a major challenge. In order to stay ahead in a very competitive market, and to capitalise on future opportunities, Stirling Sports knew they needed to provide their online customers with a superior user experience.

Showcasing a high impact front end, combined with expected functionality such as Click & Collect and Find in Store was a given for Stirling Sports. The company also needed to deliver a premium fulfilment experience to ensure customers would return again.

## Why eStar?

One of the major attractions of partnering with eStar was the fact that Stirling Sports could replace both the technology, solution provider and the hosting company with one vendor. eStar owns multiple private datacenters and provides both the CMS solution and hosting as one bundle, on a SaaS monthly license model. The advantage of this for Stirling Sports was increased efficiency, increased accountability, with one single point of contact in the event of any issues and cost alignment. The eStar eCommerce platform is continuously updated on a weekly basis. This means that the platform is always up to date with the most recent security, operating system and browser versions and eliminating the requirement for costly and time-consuming future upgrade projects. Stirling Sports also wanted custom solutions e.g. franchise filtering.

**“We needed an eCommerce Partner but also a strategic partner that was prepared to work with us on an ongoing basis, with eStar that’s what we got”.**

Dan Adams  
General Manager Brand – Stirling Sports

## Fraud Issues

Keeping on top of online security and increasingly sophisticated fraud attempts, is an ongoing battle for retailers and eCommerce companies. eStar has been awarded level 1 Payment Card Industry Data Security Standards (PCI DSS), the highest level of compliance to facilitate online payment transactions. The eStar platform also has an inbuilt Risk Management Profiler (RMP) tool designed to monitor and reduce online fraud attempts.

eStar has considerable experience in delivering sophisticated apparel eCommerce solutions, with many highly successful projects delivered across ANZ. This experience coupled with deep retail, eCommerce, order management and fulfilment experience, made eStar the standout choice for Stirling Sports.

eStar also provide ongoing support in the form of dedicated account management and quarterly reviews. The quarterly reviews include a deep dive of the data year on year, to analyse the results and identify opportunities for the business.

## Solution

eStar’s customer journey design analytics approach led to a stunning responsive eCommerce website for Stirling Sports. This website was designed to engage with customers to ensure the optimal online shopping user experience and maximize sales conversion.

As Stirling Sports work on a franchise model, the eCommerce solution eStar built includes a custom-built Pricing, Product, Stock integration and a sophisticated pull-based fulfilment routing solution. Combined with a weighting matrix of order allocation rules across the group ensures that orders dispatch from the right store locations.

The solution also includes a custom franchise filter to ensure all franchisees benefit from Online orders which is configurable based on fulfilment resource of the store. Stirling Sports use Click & Collect, Online Vouchers, Find in Store and Account to Account Payments.

The solution was also deployed with the following functionality:

- Customer Journey Analytics
- Click & Collect
- Pull-Based Fulfillment
- Pre-Order Management
- Find in Store
- Blog Module
- Back in Stock Notification
- Fraud Risk Management
- Customer Service Module
- Gift Vouchers
- AfterPay, LayBuy & Account to Account Payments

## Results

Since the new responsive website went live Stirling Sports has seen significant increase in overall sales volume and transaction volume.

- Conversion Rates (+11%)
- Total Sessions (+26%)
- New Users (+34%)

**“Customer service is fundamental to the success of this brand, and it is critical that the same exceptional level of customer service is offered both online and in store.”**

Hannah Walters  
eCommerce Manager – Stirling Sports

## Summary

Since going live, online sales and conversion rates have increased, month on month. The feedback has been very positive and the team at Stirling Sports can now be proud of the online service offered to their customers.

“We just knew we could do so much more with the business, if we had the right partner and the right eCommerce solution. With eStar we got both, that made the decision easy,” said Dan.

eStar continue to implement a programme of work with Stirling Sports to grow sales and introduce new functionality to give this winning sportswear retailer a competitive edge.

[stirlingsports.co.nz](https://stirlingsports.co.nz)



brand experience  
delivered together

Contact us on AU 1800 503 891 or NZ 0800 151 655  
Or visit [estaronline.com](https://estaronline.com)