

**For StarStock, and the business owners who use their service, Shieldpay has delivered a level of reassurance for their transactions. Here's how we've been helping StarStock grow its business over the last few years.**



*'Shieldpay gave our customers the additional confidence they required to increase their transaction frequency and size. Without that confidence, we knew that we would struggle to attract and – most importantly – retain customers. Once Shieldpay was fully integrated into our systems, customers knew they could trust our service.'*

Sam Ulph,  
CEO, StarStock

## THE STARSTOCK METHOD

StarStock is a drinks marketplace that gives suppliers the power to sell directly to wholesalers, pubs, hotels, shops, bars and restaurants all over the UK.

Its USP is to put suppliers in control of their products and marketplace listings. The supplier sets the price and StarStock does the rest; arranging terms, payment and delivery.

As we've seen in the marketplace sector, offerings like StarStock are doubling down on niche market verticals, enabling them to offer pricing and customer service that can't be matched by larger, more generalist platforms. It's a dual approach that's reaping rewards.

## WHAT WAS STARSTOCK'S CHALLENGE?

When we first met StarStock in 2016, their business was in good health. They had raised some funding and had a great team of people led by CEO and ex-rugby player, Sam Ulph. Most importantly, they had a very clear vision of where they wanted to go as a business.

However, Sam and his team had a problem.

StarStock knew that one reason suppliers were hesitating to use their marketplace was due to lack of assurances that payment would be made for the goods that they supplied. Likewise, the buyer wanted the confidence that they were getting what they were paying for.

So, they sought out a third-party solution to integrate within their own platform, which could make customer payments transparent, secure, fast and seamless.

## THE ANSWER STARSTOCK WAS LOOKING FOR...

By integrating Shieldpay's payment technology, StarStock could – for the first time – give users a guarantee that they would be paid, and the buyer confidence and time to check the order before payment was released. This reassurance convinced suppliers to use the StarStock platform.



# 4-5x

increase in  
StarStock's  
revenues



*'Shieldpay has freed up a lot of time for our customers, who all lead busy professional lives. By removing the hassle from the payments process and giving them the peace of mind that they will be paid and on time, Shieldpay are driving efficiencies across the entire drinks industry.'*

Sam Ulph,  
CEO, StarStock

For sellers, Shieldpay's payment technology is able to verify the identity of the buyer they're dealing with. This meant they could see the payment up front and had greater control over the release of funds, rather than risking having to chase non-payment.

By integrating Shieldpay, a significant pain point in how their customers traded was alleviated, which in turn meant StarStock could begin to proactively scale their business.

## HOW DOES THE PARTNERSHIP WORK?

Our collaboration with StarStock is a great example of how our B2B relationships work. Central to this is the flexibility we offer to our customers.

When a buyer places an order, money for the payment is held securely until the goods are delivered. When the order is completed StarStock release the funds.

In the rare event of a dispute, Shieldpay provides a helping hand with mediation. We can also adjust prices and send money back, if needs be.

## FEELING THE PROSPERITY...

Working with Shieldpay has delivered a hefty benefit to StarStock's bottom line. Thanks to the trust Shieldpay instils, StarStock revenues have seen between a 4 and 5 fold increase.

A key benefit derived from the partnership is that the user experience has been markedly enhanced for buyers and sellers that use the StarStock platform.

Shieldpay has helped to reduce on-platform friction when placing, receiving and paying for an order. This has led to huge time savings for buyers and sellers which ultimately feeds into increased profitability across the industry.

## WHAT DOES STARSTOCK SAY?

StarStock is very positive about the effect our technology has had on its business and prospects for the future. One crucial element of our partnership has been the way that our offering was uniquely designed for the problem that StarStock needed to overcome.

'From the outset, integration with Shieldpay was easy and our partnership has continued to evolve ever since,' Sam Ulph says. 'Shieldpay has been a vital part of the development of our offering and, as we continue to improve our service, I know that Shieldpay will continue to provide a flexible service that suits our needs and allows us to scale our business.'

StarStock is a special partner of Shieldpay's because our businesses have grown together. By collaborating along the way, we've set about changing the industries we work in for the better.