



“ Soon after the deployment, Scribbler recorded increased sales and reduced stock overages in stores thanks to the investigations that BellaDati enables to do.”

Dave Metcalfe,
Scribbler Consultant

scribbler

Organization: Scribbler
Location: UK
Website: scribbler.com
Industry: Greeting card retailer

- Scribbler, established in 1981, is the fastest growing greeting card retailer in UK
- 24 brick and mortar stores in premium locations around the country
- Online store at www.scribbler.com

Notable data sources:



BellaDati deployment:
Cloud

Business Situation

Scribbler designs, manufactures, and sells greetings cards both online retail stores all across the UK. The company is the fastest growing retailer in the business and well known for its obsessive focus, great design, and edgy humor. However, to maintain the position, Scribbler had a need for better insights into its product portfolio and stores performance.

Technical Support

Scribbler didn't have a reporting solution in place prior to turning to BellaDati for a solution. Scribbler staff manually transferred and collected data from Point of Sale terminals via excel and csv files. On top of the consolidated Excel sheets, static reports had been programmed. Furthermore, Scribbler struggled with poor data quality which caused inconsistencies and duplications in their reports and analyses.

BellaDati Solution

Scribbler leverages BellaDati cloud solution to eliminate unnecessary IT costs and get immediate insights into its operations. Data from various PoS is periodically loaded into BellaDati secure data warehouse, where the quality is automatically managed by BellaDati manipulation and cleaning scripts to prevent inconsistency and redundancy.