

THE CHALLENGE

A family-owned boutique struggled with manually updating inventory between their brick-and-mortar location and eCommerce platform.

THE SOLUTION

Clover helps seamlessly link inventory across channels, including eCommerce sites, with easy management from a single dashboard.

THE RESULT

Accurate inventory counts and saved time propelled the expansion of this boutique's business, keeping up with trendy boutiques across the country.



Broken Spoke Boutique owners, Phil and Whitney Mayhew

How Clover transformed a rural boutique into a retail powerhouse

In-Store and Online Integration, Plus Flexible Payments

Whitney and Phil Mayhew own and operate Broken Spoke Boutique, a family business located in a historic bank building on Main Street in Valentine, Nebraska, in the heart of the Sandhills. The town is not only a tourist destination, but a hub for surrounding rural communities.

"Although we're in the middle of nowhere, we are the largest town within a two-and-a-half-hour radius," Whitney explains. "So, everyone comes in to Valentine to go to the doctor, the dentist, the grocery store, to get their ranching equipment and to do a lot of their shopping."

The Mayhews recognize the importance of serving the communities that reside in and visit Valentine, and that is reflected in their carefully curated merchandise.

"We offer a variety of unique, locally made items – handmade custom jewelry, home decor, coffees, teas, honey, children's clothing, nonalcoholic elixirs, candles and natural skin care products," Whitney says. "People here are always looking to buy stuff locally before resorting to ordering online from big-box stores, which is really great for the community."

When the Mayhews first took over Broken Spoke Boutique in 2017, their point-of-sale (POS) system operated separately from their eCommerce site.

The Clover Difference

Seamlessly syncs inventory between **brick-and-mortar** and **online storefronts**

Versatility of **payment options** ensures they never **lose a customer sale**

Name: Broken Spoke Boutique

Website: brokenspokeboutique.com

Location: Valentine, NE

Business type: Retail Boutique

Clover merchant since: October 2019



Why Broken Spoke Boutique Loves Clover

Allows them to **manage in-store** and **online inventory** from one dashboard

Positions their **online store** to be competitive in **national markets**

Provides **different ways** to sell and **reach their audience**

Provides **customers with choice** and **flexibility** on how they **want to pay**

Source: Whitney and Phil Mayhew, owners, Broken Spoke Boutique

For more information, please contact your business consultant.

“Our old system would not connect with our website,” Whitney recalls. “When we sold something in the store, we had to manually take each item off our online shop, and it was a pain. So, we were seeking a system that could do that for us.”

Whitney and Phil first saw Clover in a few other small businesses in Valentine. After doing some research, they realized that they wouldn’t have to overhaul their existing online shop; Clover could integrate with their eCommerce provider, WooCommerce, as is. So, they made the switch.

“We use the SKU IQ app, which is the ‘middleman’ that syncs all our inventory between WooCommerce and Clover,” Phil explains. “So we can just go into SKU IQ and add inventory, adjust totals, set prices – everything. Once we hit save, it automatically goes online and it goes into the Clover inventory. Before this, it was a mess. It was a nightmare. Clover makes it so much simpler.”

The new capability frees the Mayhews to push the eCommerce site and sell their unique wares far beyond Valentine, competing with trendy boutiques nationwide. Phil estimates that the store now carries over 15,000 individual items in its inventory, a number that keeps growing.

“If Whitney scans a new item into the system at the store, it syncs that new inventory to SKU IQ, which syncs it to WooCommerce,” Phil says. “It’s amazing. Sometimes we ship items that are sold out everywhere in New York and California, but that we have in stock. We’re at the point now that there’s no way that we could manage the website if we didn’t have something that worked as seamlessly as that.”

The couple quickly noticed that Clover’s user-friendly experience also extended to their customers. In their surrounding area, it’s not unusual for small businesses to take only cash.

“We get people in all the time who still ask if we take cards, or only cash and check,” Whitney laughs. “We take American Express, we take it all!”

The Mayhews have found the Apple Pay feature to be especially useful. “I don’t know how many times people are out walking and spontaneously pop into our store, and then say, ‘Oh no, I really want this, but I left my wallet at home,’” Whitney says. “I love seeing the look on their faces when they realize they can pay with their phone or watch. Having features like that makes a huge difference.”

Phil agrees. “If you’re wanting to grow, if you’re wanting to expand, you need these things implemented into a system to make it easier for you.”