

Case study

# Psyche

How partnership, collaboration and innovation helped Barclaycard boost this leading retail company's ecommerce.



## Case study

# Psyche

### A growing business with a bright future

**Psyche are a unique business – a fashion department store with the look, feel and style of an independent boutique.**

First created by Steven Cochrane in 1982, Psyche have since grown to sell a range of high-end designer brands from a 35,000-square-foot premises in Middlesbrough.

### Looking for the optimal experience

With their philosophy of providing a captivating and enjoyable shopping experience, Psyche was one of the pioneers in online retail – launching Psyche.co.uk in 1997. Since then the company has always been keen to embrace the latest online innovations. When they were looking to refresh their ecommerce platform, they partnered with web developer Visualsoft – one of Barclaycard’s web developer partners.

Having worked with Visualsoft twice previously, Psyche knew that they delivered platforms that exceeded expectations and offered the level of personal relationship the store was after. Now Psyche work with all four directors of Visualsoft for all their marketing and optimisation work.

“ Our close collaboration with Visualsoft and Barclaycard has really boosted our confidence in our online offering. It has been a truly positive experience that has enabled team members to focus fully on our customers and we look forward to continuing such a successful partnership. ”

**Steve Cochrane**  
Managing Director, Psyche

### A new payment solution

One of the advantages of working with Visualsoft is the fact they could offer advice Psyche could rely on. With ongoing problems with their previous payment providers, Psyche wanted to find a new provider who could deliver:

- security checks
- accurate and dependable service
- simple invoicing
- seamless integration
- supportive customer service

As all of the above needs were met, Visualsoft recommended Barclaycard as a preferred partner.

## Case study

# Psyche

## How we could help

Our ecommerce payment solution offered a robust platform with vigilant security checking, which Psyche can depend on to minimise fraudulent transactions. What's more, the invoice process is simple, freeing up a lot of time for Psyche staff to concentrate on servicing their customers. Plus, Barclaycard's record of 99.99% uptime ensures the business is able to accept sales 24/7.

With UK-based support staff on hand to help, Barclaycard are constantly there to ensure the payment process runs smoothly. And as we are both the acquirer and the gateway provider, the integration process has been seamless.

## Bringing ongoing benefits to the business

The ecommerce solution was implemented in March 2015. In the first four weeks, £37,000 worth of transactions were processed – a figure that is expected to increase over time. Plus staff found they were saving 10 hours per week – meaning they could concentrate more on serving customers and less on solving problems. This relationship has led to improved staff morale and the decision to also implement Barclaycard's physical terminals in store.

**£37,000**

processed in the first four weeks alone

**10 hours per week**

Time saved by customer service reps

“ We're thrilled to have welcomed Barclaycard to Visualsoft as our preferred payment partner for all new and existing clients. We've had nothing but great feedback from all parties involved in the process. We have around 15 more projects in the pipeline which will go live with the new Barclaycard solution, and we're hoping to increase this number even further in 2017. ”

**Dean Benson**  
CEO, Visualsoft

## » Talk to us today

For more information please speak to our ecommerce business development manager, Roy Watson, on **07557 564530** or email [roy.watson@barclaycard.co.uk](mailto:roy.watson@barclaycard.co.uk)