

## KLARNA CASE STUDY

Customer: rollersnakes

Business focus: specialist skateboard and streetwear fashion store

Location: Derby, Midlands, UK

Klarna solution: Online checkout with Pay later.

# Rollersnakes gets on board with Klarna to increase revenue and conversions

Rollersnakes is the UK's original skateboard and streetwear store. For over thirty years it has offered footwear, clothing, accessories and hardware for skate and street fashion.

The first shop opened in Derby in 1985. Although small, it crammed in some of the hottest skate product from the likes of Santa Cruz, Powell Peralta and Vans. Soon, new shops opened across the Midlands in Nottingham, Leicester and Stoke. By the mid-90's, it was time to expand beyond the Midlands, by concentrating on a growing mail order service. Sending products throughout the UK via catalogues, print ads and a video magazine series 'Videologue'.

As skateboard and popular culture collided and demand for skate fashion and streetwear exploded, the decision was taken to close the shops and move the business online. With cutting edge products such as Adidas, Carhartt, DC, Levi's and Nike, rollersnakes has now grown into one of Europe's favourite skate shops.

## Challenge

To be the coolest skateboard fashion store, it is vital to give the street crowd the smartest and the most pioneering payment facilities. The skate fraternity is short on time and discerning for impulse purchases.

Rollersnakes like to keep pushing the boundaries and were determined to increase their checkout conversion, whilst offering a choice of payment options for desktop, tablet and smartphone sales.

Skateboarding may be fun, but payment needs to be fraud free and present no impediment to a speedy, hassle-free purchase.

## Solution

Speed of implementation is essential when your skateboard brand is 'trending', so rollersnakes was able to turn on Klarna quickly. It presents no technical challenge, takes minimal administration and is a hit with the finance department.

With Klarna, Rollersnakes shoppers can try out the latest gear, prior to parting with their cash. Klarna's Pay later enables consumers to buy goods and pay for them 14 days later. To use Pay later at the checkout, shoppers only enter name, email and postcode – no card details. Klarna collects the funds from the shopper, but the merchant is paid immediately.

Klarna provides the complete online checkout for Rollersnakes, which is mobile optimised, speedy and also supports card payments.

## Results

The benefits for rollersnakes have been nothing short of incredible. Klarna has seen conversion rates rocket to almost 68% from desktop orders, more than 78% for tablet enquiries and over 69% from mobile phone sales.

Pay later quickly proved to be a big success, especially for impulse sales on clothing, footwear and accessories. Rollersnakes consumers do not stay still for long, so quickly turned on to the smoothness of paying through Klarna.

## Cruising with speed, simplicity and fraud safety

“We have been truly rockin’ and rollin’ since we introduced Klarna,” says James Davies, eCommerce Manager at rollersnakes.

“Our customers love the simplicity and speed of shopping with Klarna. It has given us significant increases in conversion rates each month. I also believe the one-click option for repeat purchases is right up our consumer’s roadway. We have experienced a sizeable reduction in fraud as well, which we had not anticipated when considering the Klarna service.

“When it came to signing up with Klarna, our techy team adored the ease of integration and a further large factor was that Klarna also assumes the customer risk. So, we always get paid, even if the consumer defaults or is late in paying. That was a no brainer for our CFO and the payments department.”

## No worry and no charge backs!

A subject often ignored is the true cost of fraud and charge backs for merchants and online retailers.

*James Davies of rollersnakes commented:*  
“We used to get regular charge back costs each month from our previous supplier. It wasn’t a massive amount but we haven’t had any at all since switching to Klarna.

“In the past, we would spot fraudulent orders and put them to one side and not refund the money. We would quite often never hear anything about those orders again, after informing the real person whose card it was. Unfortunately, the impact of that is unmeasurable.

“Also, many merchants do not know the real cost of the time and effort spent perfecting their fraud rules. Hackers and fraudsters can soon get one step ahead if you don’t keep upgrading your payment rules and fraud parameters.

“One thing is certain though, with Klarna, we don’t have to worry about fraud rules any more, as they assume the credit risk. That is a major time saving and a massive stress reliever. This certainly helped convince the rollersnake’s senior management that Klarna was absolutely right for us and our clientele. It has proven to be a very good decision.”

James Davies of rollersnakes.

## About Klarna

Klarna was founded in Stockholm in 2005 with the idea to simplify buying. Today, we’re one of Europe’s fastest growing companies. In 2014 we joined forces with SOFORT and formed Klarna Group, the leading European payment provider. Klarna Group has more than 1,500 employees and is active on 18 markets. We serve 60 million consumers and work with 70,000 merchants. Our goal is to become the world’s favourite way to buy.

