

# Peter Tyson Case Study



## Audio/Visual Retailer can see the advantages of Checkout by Amazon



**“Checkout by Amazon gives us a competitive edge”**

**Company Information:** Peter Tyson Audio Visual, <http://www.petertyson.co.uk>

**Powered by:** Checkout by Amazon with Selling on Amazon as an incremental sales channel

Peter Tyson Audio Visual is a Leading Independent Retailer of high-end hi-fi, DJ equipment and domestic appliances who pride themselves on their wide selection of quality brands combined with excellent customer service. The company's headquarters are based in the north west of England, 9 miles from the Scottish border, and they operate from four shop locations and have four thriving, specialised websites. The websites are successfully integrated with Amazon Marketplace and Amazon Payments. Starting out in 1966 as a family business, Peter Tyson has always been keen to embrace the ever changing retail environment. In July 2000 the company completed its first ecommerce transaction, and the business has continued to go from strength to strength.

### **Checkout by Amazon – a natural extension of Amazon Marketplace**

In 2011 the company discussed with Amazon the possibility of adding Checkout by Amazon as a payment solution to their own website. “We were aware of the Amazon culture since we were already selling some of our items via Amazon's Marketplace, as well as the volume of buyers with Amazon accounts and the feeling

of security Checkout by Amazon provides. This made the decision a relatively easy one.”

“ We are convinced that having Checkout by Amazon on our site influences people to buy from us. We have seen a mixture of existing and new customers using Checkout by Amazon. However, the main advantage for us is the increase in conversion which means more sales ”

David Wynne, Sales Manager

### **Amazon's security and anti fraud detection helps save valuable time**

Peter Tyson has found that the additional protection offered by Checkout by Amazon to prevent and protect them against fraudulent transactions is allowing them to concentrate on other important parts of their business. “With Checkout by Amazon we have not had one single reported case of fraud. As a result we have a much lower fraud burden, in fact none at



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This case study represents the results of one customer. Individual results may vary.

all, which leaves us more time to concentrate on other important things” added David Wynne.

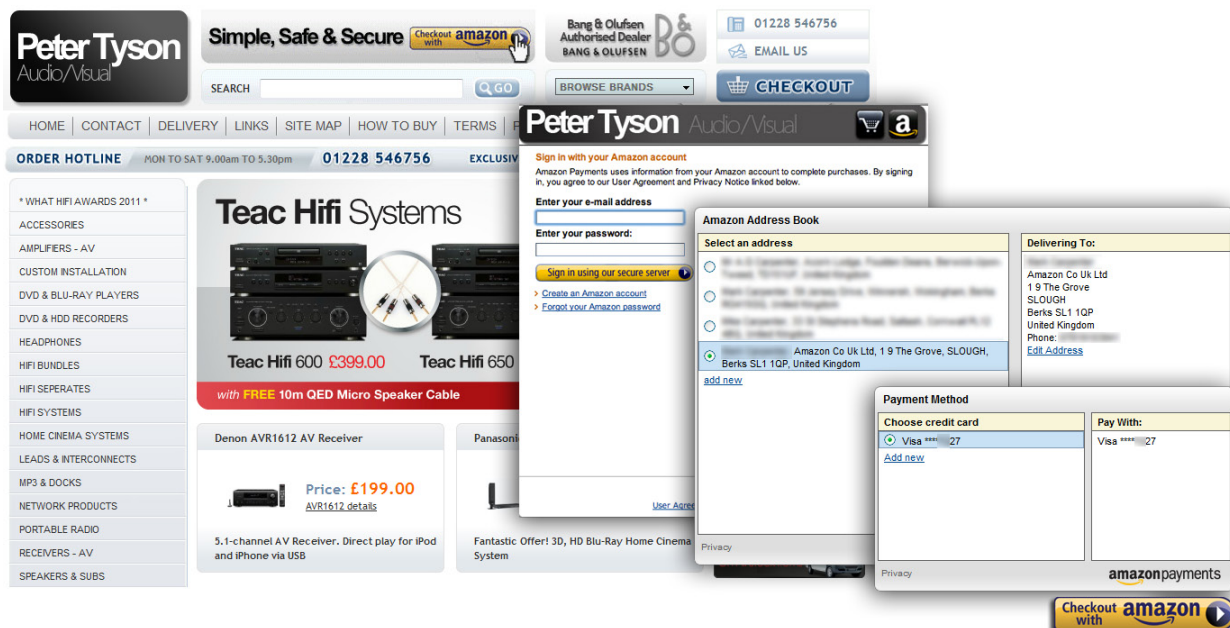
### Amazon support during the integration was instrumental to the success

Like many sellers, Peter Tyson had expert help when integrating Checkout by Amazon into their site. They found the availability and willingness of Amazon’s staff to work closely together with their developers a key plus point and instrumental in getting things up and running as quickly as possible. “We worked with website developers on the shopping basket part of our site. The developers liaised closely with Amazon’s technical support team who were very helpful and this enabled us to successfully

complete the integration” continued David Wynne.

### Checkout by Amazon gives sellers a competitive edge

What are the biggest benefits Peter Tyson have seen since introducing CBA? “The competitive edge for sure. Online shoppers are looking for secure and easy ways of paying and Amazon simply inspires customer confidence. Last but not least the fraud burden which is lower than with other payment solutions”. Asked what he would do differently if he had to implement Checkout by Amazon again, David replied confidently “Nothing, as everything went so well”.



### About Amazon Payments and Checkout by Amazon

Amazon Payments enables millions of Amazon customers to use their delivery addresses and payment information stored in their Amazon accounts to buy on your site. Checkout by Amazon is a complete checkout and payment service for eCommerce retailers. Offer it as a checkout and payment option to make it easy for Amazon account holders to buy without ever leaving your website.