



Customer Story

Caravan Stuff 4 U

EPoS with integrated payment solution provides winning formula for caravan retailer.

KUDOS 
Simply Doing More


Elavon®



36,500
online searches for 'caravanning'
every year in the UK¹

The business

Owned and operated by caravanning enthusiasts Hayley and Lee Kelsall, **Caravan Stuff 4 U** has been selling caravanning accessories online since 2004.

Based in Worcestershire and employing up to 12 people throughout the year, the business sells **more than £1 million worth of accessories** online and in store each year, with a key focus on the growing UK market.

With holidaying in the UK becoming more and more popular, Lee and Hayley have seen a growth in interest and orders from around the UK with holidaymakers looking for the ultimate staycation experience.

Climate change has also encouraged more people to look closer to home for their breaks rather than abroad. This shift has allowed Hayley and Lee to explore and introduce more sustainable packaging, adding to their green credentials.



¹ Source: The NCC



The caravanning industry is valued at
£7-9 billion
per annum¹

The retail challenge

Caravan Stuff 4 U has a long-standing relationship with the Elavon family, using its **Opayo** gateway since Lee and Hayley's website was set up to take payments online in 2005. With strong growth forecast, Hayley and Lee were looking for an EPOS system with integrated payments to drive real improvement.

Kudos has been a partner of ours since 2008. Hayley says the couple discovered Kudos at a trade show.

"We were looking for an EPOS system and it was a nightmare because we didn't know what we needed, as there are different types for different business. You almost need an advisor, depending on your size and the solution you need. But we came across Kudos and we took it from there," Hayley says.

The EPOS solution

Caravan Stuff 4 U has since been using Kudos' EPOS system for accounts integration, sales transactions and stock control.

The solution fast-tracked improvements across:

- Cash flow
- Streamlining of the payments process
- Management of costs
- Customer purchase experience
- Fraud reduction

“Using an integrated payments system has been really easy. The card machines are fully connected so we don’t have to tap the amount into it. It’s easier to use and always balances, and it’s more reassuring for the customers – we look like a large retailer now.”

Hayley Kelsall, owner of Caravan Stuff 4 U.

After several years with Kudos and almost two decades using the Opayo gateway, Caravan Stuff 4 U integrated its entire payments system with Elavon in 2021. The tri-party solution was developed by Kudos in such a way that customers would receive a robust and secure integrated card processing solution.

The onboarding process for retailers was also an improvement with reduced administration requirements and a quicker engagement process overall.

Hayley says the reliability of the solution has led to the couple being able to focus on other aspects of the business.

“The Kudos and Elavon solution does what it says on the tin. It’s one less thing to worry about and with same-day settlement and excellent customer service to match. Since the start, the Kudos support has been absolutely brilliant – I can’t fault them. I’ve only ever had to ring them a few times in all these years but when I do, they’re really helpful.”

The partnership

The integrated payment solution provided to Caravan Stuff 4 U is just one of the success stories of the blossoming Elavon/Kudos partnership.



“It was a great relationship from the start. With a dedicated Kudos Account Manager, customers have benefited from continuity of service and the assurance of someone going the extra mile when it’s needed. It’s been a very successful partnership.”

Sarah Dodd, Kudos’ Managing Director.



“The strength of our partnership with Kudos was paying dividends for customers. Kudos are experts in their industry and, like Elavon, pride themselves on customer service. Now is the time for customers to streamline their businesses and Elavon is uniquely positioned to help them do just that.”

Paul Dunne, Revenue Delivery Director at Elavon.





About Kudos

Kudos Software Ltd produces pioneering caravan and marine retail software, using technological expertise to create intelligent retail and workshop solutions. Their success comes from building long-lasting relationships with clients, partners, and suppliers.

www.kudos-software.co.uk



www.elavon.com

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