



# Helping British Heart Foundation's charity shops improve their circulation.

How Field Force Automation (FFA) helped to turn clothes, toys and other new and donated goods into life-saving funds.

The British Heart Foundation (BHF) focuses on freeing the world from the fear of heart and circulatory diseases. They raise money to research cures and treatments in the hope of beating heartbreak forever. A big portion of their funds comes from their 750 charity shops across the UK. But not as big as they'd like. Outdated legacy systems meant opportunities to maximise revenue from new and donated goods were being missed. And with lives on the line, that just couldn't go on.

## Making every sale count

Every penny raised in the BHF charity shops is not only essential to research and medicine developments, but also to the communities they help every day. Outdated technology made simple things like printing pricing tickets for clothes or working out how much to charge for something inconsistent. In some cases, shop staff and volunteers had to write all tickets by hand, and had no stock

visibility at all. And that meant missing golden opportunities to raise vital funds.

Their entire network of shops needed an easier way to navigate these simple tasks. Something staff across the UK could pick up and use. That would help keep track of both new and donated stock, and price items more accurately.

*"Having somebody who can build the devices and send them out seamlessly was key, as well as having the managed services with next day return from FFA. The mobile devices will become an integral part of how British Heart Foundation operated"*

**Sarah Yates,**  
Programme Manager



## A healthier way to work

Our Field Force Automation Managed Service team worked with the British Heart Foundation to craft a package of products and services specifically tailored to their needs. Helping them to keep up their important work, and give them the seamless operation they deserved.

By deploying over 3,400 pieces of essential hardware across the UK, each shop now has the technology they need to stock, price and print whenever they need to. We've mobilised the staff with tablets and set up apps that allow them to have full visibility of any stock they want, when they want it, all in one place - from big items like couches, all the way down to pairs of shoes. And our printers save manual time.

The apps also suggest a market value of each product, meaning staff can now sell items at reasonable, consistent prices, as well as finding hidden gems amongst their stock. And, by updating the system every 15 minutes, staff get real-time information about what they have on their shelves.

## Every donation or purchase now makes a bigger difference

New devices mean a step forward for the British Heart Foundation, and an introduction to an easier and more efficient way of working.

*"I see these mobile devices being seen as standard"*

**Sarah Yates,**  
Programme Manager

Market value pricing is expected to increase their average selling points, as well as their turnover. Their new mobile devices will give them the flexibility to re-think their selling strategies when COVID hit. The feedback has been great - every single device has been activated and utilised in stores. And, shop staff and volunteers have had no trouble picking it up. BHF shops are now confident they can squeeze the best value out of every donation and raise vital funds to help beat heartbreak forever.



*"The way in which we worked with BT was very much a partnership"*

**Sarah Yates**  
Programme Manager

### Offices Worldwide

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