

Hibbett Partnered with Radial to Support its New Omnichannel Strategy



“Radial has been a key enabler of our success. Their SaaS technology and customer service capabilities allowed us to launch a successful and scalable digital business.”

Bill Quinn, VP of Digital Commerce at Hibbett

THE CHALLENGE

In 2017, Hibbett was a leading athletic-inspired fashion retailer, having evolved from a family-owned business to a public company earning approximately \$1B in annual revenue. Despite its growth, Hibbett remained true to its core: providing small-town customers a high-quality experience in its 1000 stores.

Change was on the horizon, as Hibbett realized its customers were increasingly turning to digital channels. Hibbett began planning its first ever online shop, but the retailer quickly realized it lacked critical expertise, having never sold goods online or provided customer support outside its stores.

To manage its transformation into an online giant, Hibbett sought guidance and expertise to make its technological and operational evolution a success.

THE SOLUTION

Hibbett partnered with Radial to provide the expertise and scale necessary for its new omnichannel offering.

Hibbett chose Radial’s technology solutions to facilitate -

- Order Management, routing orders between its distribution center and stores in 35 states
- Dropship, expanding its product assortment
- Payments, Tax & Fraud Protection, maximizing approval rates while eliminating fraud liability

Having never operated a Customer Care center, Hibbett also engaged Radial to service a range of channels and enable self-service and IVR options, which ensured agents managed the most critical contacts.

By partnering with Radial, Hibbett retained focus on its core strategic activities, namely: providing an excellent experience to an even broader range of customers.

THE IMPACT

Hibbett's online success occurred early and at a remarkable scale: while most brands launching eCommerce see below 2% of revenue from online sales in the first year, Hibbett saw-

- 5% of revenues generated online in the first 90 days and 7-8% of total revenue the proceeding quarters
- 3-year online revenue target met by end of Year 1
- Stock price more than doubled during Year 1
- Inventory integration across its DC and 1000+ stores
- Access to the most updated Order Management technology, utilizing Radial's free enhancements
- Customer service capabilities to meet increasing contact volumes, including 100K+ calls in 2018



About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud, payments, and tax systems and personalized customer care services. Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how we work with you at www.radial.com.

HIBBETT SPORTS

About Hibbett Sports

Hibbett Sports, headquartered in Birmingham, Alabama is a leading athletic-inspired fashion retailer with more than 1,000 stores, primarily located in small and mid-sized communities across the country. Founded in 1945, Hibbett stores have a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Jordan, adidas, Under Armour and more. Today Hibbett is one of the largest companies headquartered in Alabama with 9,200 employees nationwide. Consumers can browse styles, find new releases, shop looks and make purchases online or in their nearest store by visiting www.Hibbett.com. Follow us @HibbettSports