

CASE STUDY



Eproductive + BOXTEC: A Long-Term Partnership Built on Reliability, Integrity & Impact



EPRODUCTIVE

Eproductive, a leading provider of Gift Aid and EPOS software for the UK charity retail sector, has worked with BOXTEC for nearly a decade. The collaboration began with a simple need to find a reliable partner with a high quality, modern solution. What evolved was not just a procurement relationship, but a deep, enduring partnership focused on shared values, customer engagement and sustainable growth.

THE CHALLENGE

Eproductive initially partnered with EPOS resellers, aiming to combine its software with third party hardware. However, overlapping offerings, conflicting pricing models and differing approaches to customer service led to a fractured value proposition. The result? Inconsistent customer satisfaction and eroded competitiveness in a rapidly evolving market.

"The pricing didn't make sense, and we were unable to provide the service to our customers which we aimed for. We needed to control our own software and find a hardware partner we could trust."

With limited internal expertise on hardware and growing pressure from competitors, Eproductive needed a one-stop-shop solution with integrity and scalability.

THE SOLUTION

From the outset, BOXTEC stood out. There were no drawn-out procurement processes or long vendor comparisons just a clear, immediate fit.

BOXTEC not only provided reliable EPOS hardware but also offered guidance on peripherals, customer displays, and sourcing best-of-breed components like Zebra printers and scanners. The relationship evolved organically, grounded in mutual trust and shared goals.

KEY BENEFITS & RESULTS

- **Failure rate of just 1%** compared to a 3% industry average.
- Single site EPOS setups require consistent uptime. BOXTEC's durable components ensure that all stores can trade with minimal disruption.
- Upgrades are driven by software lifecycle (e.g., Windows licensing), not hardware failures demonstrating hardware longevity and robustness.

"Most of our clients are single site EPOS. If a till goes down, they can't trade. Reliability is everything."

PARTNERSHIPS & RELATIONSHIPS

- Nearly 10 years of continuous collaboration.
- Despite regularly reviewing the market for best in breed offerings, BOXTEC remain the chosen partner.
- Mutual respect and integrity—discussing pricing together to ensure both parties succeed while remaining competitive.

"We've been treated like a strategic customer since day one, even when we were small. That kind of commitment is rare."

SUSTAINABILITY

- Long product lifecycles reduce e-waste and support environmental responsibility.
- Alignment with the values of charity retail, where doing good is central to the mission.
- BOXTEC's sustainability initiatives enhance and aligns with Eproductive's own ethical commitments.

"Charity shops are the epitome of sustainability reusing, repurposing, and reducing waste is in their DNA. That's why it matters that our technology partner shares those values. BOXTEC gets it. If you're replacing hardware every few years, that's not sustainable. We focus on keeping it going for as long as possible, and they help us do exactly that."

CUSTOMER ENGAGEMENT & INNOVATION

- Introduction of customer facing displays to deliver marketing and fundraising messages in store.
- Displays enable two-way interaction: touchscreens, QR codes, satisfaction surveys, and volunteer recruitment messaging.
- Marketing teams involved recognise its value in reaching thousands of potential donors and supporters.

"It's not just about the transaction anymore. These displays are the public face of the charity."

IMPACT

- Today, Eproductive supports over 3,000 charity retail stores, with approximately 1,500 POS systems deployed and counting. Clients range from small six store organisations to nationwide brands like Age UK and Mind.
- Most new customers now adopt the integrated BOXTEC EPOS platform from day one, a testament to the solution's reliability and the relationship that underpins it.

LOOKING AHEAD

- With plans to roll out interactive touchscreens, expand client engagement tools, and continue upgrading hardware in line with evolving software needs, the partnership between Eproductive and BOXTEC continues to gain momentum.

"We're nearly ten years in and looking forward to the next ten."



CONCLUSION

The Eproductive BOXTEC partnership is a model of how shared values, transparency, and reliability can transform a vendor relationship into a strategic advantage. Through close collaboration, both companies continue to empower the UK's charity retail sector with sustainable, resilient, and customer centric technology.