



Boosting Sales and Gaining Customers: PayPal's Impact on The Workplace Depot's Bottomline

[The Workplace Depot](#) has over 30 years of industry experience and offers over 20,000 industrial and workplace-related products.¹

They began as catalog sellers but later shifted to a fully digital sales model. They now sell to a wide range of customers, from small companies to suppliers, wholesalers, and individuals. Embracing digital transformation, they incorporated PayPal as a secure and convenient payment method for online transactions.

Chrissy Whitechurch, Business Development Manager of The Workplace Depot, provided valuable insights into the pivotal role PayPal played helping facilitate the company's expansion.

23% higher conversion with PayPal, than other methods of payment.

12% higher Average Order Value with PayPal than credit cards.

PayPal delivers 34% more new customers than other methods of payment.



The opportunity.

Laddering Up to Excellence in Service and Supply.

While it is a "family-run business," The Workplace Depot operates with a network of over 75 distributors and sources products from over 120 suppliers worldwide.¹ Their modern and dynamic approach has led to supplying goods to prestigious events like the Paris Olympics and even Buckingham Palace. Their focus on ensuring a smooth and efficient checkout underscores their unwavering commitment to delivering exceptional service and quality.

The solution.

Choosing the right tools with the power of PayPal.

The Workplace Depot has been using PayPal as a trusted payment method for quite some time. Chrissy expressed her satisfaction, stating, "We have been incredibly impressed with PayPal's service, and it has helped our customers checkout with confidence and increased our conversion rates." She also emphasised that PayPal is used not only for customer payments but also for managing supplier payments, effectively addressing cash flow concerns.



When people see the PayPal logo, it instills a sense of security. It's simple, safe, and accounts for 13% of our sales.

Chrissy Whitechurch

Business Development Manager, The Workplace Depot



The impact.

Measuring PayPal's success with The Workplace Depot.

The Workplace Depot has experienced a significant increase in its revenue, jumping from £2.4 million to an impressive £15 million

With PayPal, the company saw a remarkable 23% increase in conversion rates compared to other payment methods. PayPal also proved to be a powerful tool for customer acquisition, bringing in 34% more new customers compared to other payment methods. The use of PayPal resulted in a notable 12% increase in the average order value, outperforming credit cards and contributing to a tangible improvement in sales performance.

Chrissy stated, "We wanted to share our success story that demonstrates the crucial role of PayPal in empowering a small business to achieve substantial growth."



¹ <https://www.theworkplacedepot.co.uk/about-us>

² Data source from The Workplace Depot, comparing June 2023 to June 2024.