

Tokyobike

tokyobike

Tokyobike takes online sales out for a test ride

When tokyobike started in 2002, the founders never dreamed that the brand would expand beyond the city that gave them their name. The small retail brand started with a single location in the north of Tokyo, selling bikes specifically designed for cycling in the city.

Over the last two decades, the brand has steadily expanded as more wanted to be able to buy the bikes without having to make the trip to Tokyo. Today Tokyo bike has 13 flagship retail locations around the world.



Challenge

Although they started as an exclusively retail brand, eCommerce became a necessary evolution for tokyobike in order to meet and foster the worldwide demand for their products.

They needed an eCommerce platform that would be more than just an aesthetic extension of their retail presence. One that would connect their entire business in one place and allowed them to use the advanced functionality afforded by eCommerce to drive and enhance their existing retail experience.

They were also looking for a better way to sell to out-of-town customers who would test ride a bike in store. As it was, they were writing the specifics of the bike on a business card, hoping that the customer would later complete the purchase online.

None of what they needed or wanted to do was possible with Lightspeed, which made the integration between their online and retail stores costly and time-consuming.

Solution

Creating an online store with Shopify allowed Tokyo Bike to increase their YOY sales by 100% within 6 months. And they did it on an eCommerce store they designed entirely by themselves.

Shopify POS also allowed them to convert on even more out of town sales. Customers who came in for a test ride could now have their shopping cart emailed directly to them. Meaning that a customer who starts their purchase journey in a Tokyo Bike retail location could now complete their purchase online no matter where they are. Now employees can spend more time curating customer experiences and less time closing deals.

Using Shopify and Shopify POS together also allowed them to create an entirely new business model that massively accelerated their growth by allowing customers to buy online, in any city, and pick up the purchase in their local bike shop.



"When you're a small team, time really matters...There are tools out there that can make the whole process easier for everyone, even for the customer. If you're looking to scale, you really have to find platforms and systems like Shopify that can help you do those things."

— Juliana Di Simone, Partner, tokyobike

Results

1 in 5 bikes sold online now come from a test ride that used the email cart feature.