



A CASE STUDY ON

How alterations and repair business
Pinnas & Needles increased *profitability*
and *revenue* using Circulo's smart
software for aftersales services



• circulo •

PINNAS & NEEDLES

LONDON

THE OPPORTUNITY

Founded in 2010, Pinna and Needles has become one of London's trusted destinations for garment repairs and alterations, partnering with premium brands like Belstaff, Moncler, and Stone Island.

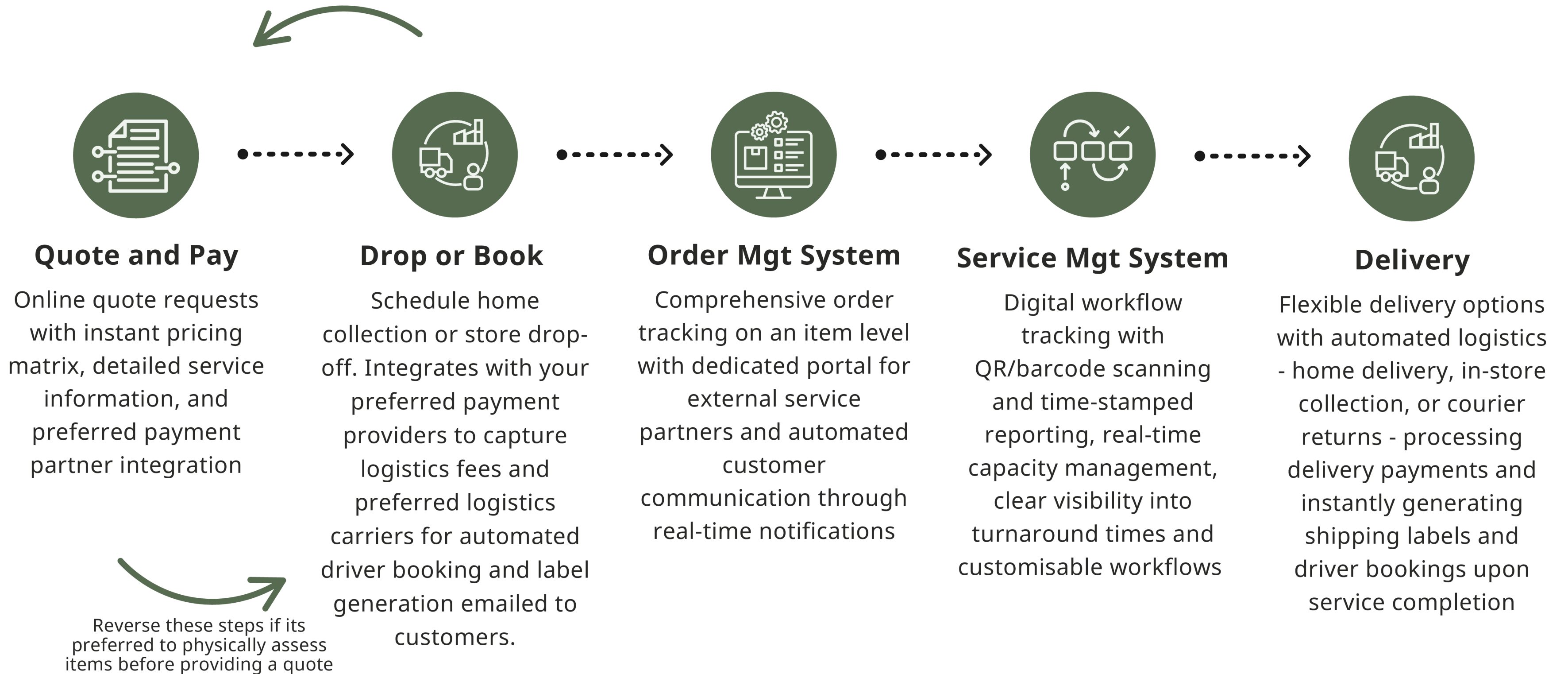
Despite their success the current workflow relies entirely on manual processing. This labour-intensive approach not only impacts profit margins but also requires the owners' physical presence in the office daily.

This case study explores how Pinna and Needles is leveraging Circulo's technology to digitalise and automate their end-to-end operations, from customer interactions to accounting and brand partner management, whilst maintaining their exceptional service standards.



Together, we transformed their business operations and customer experience through digital automation.



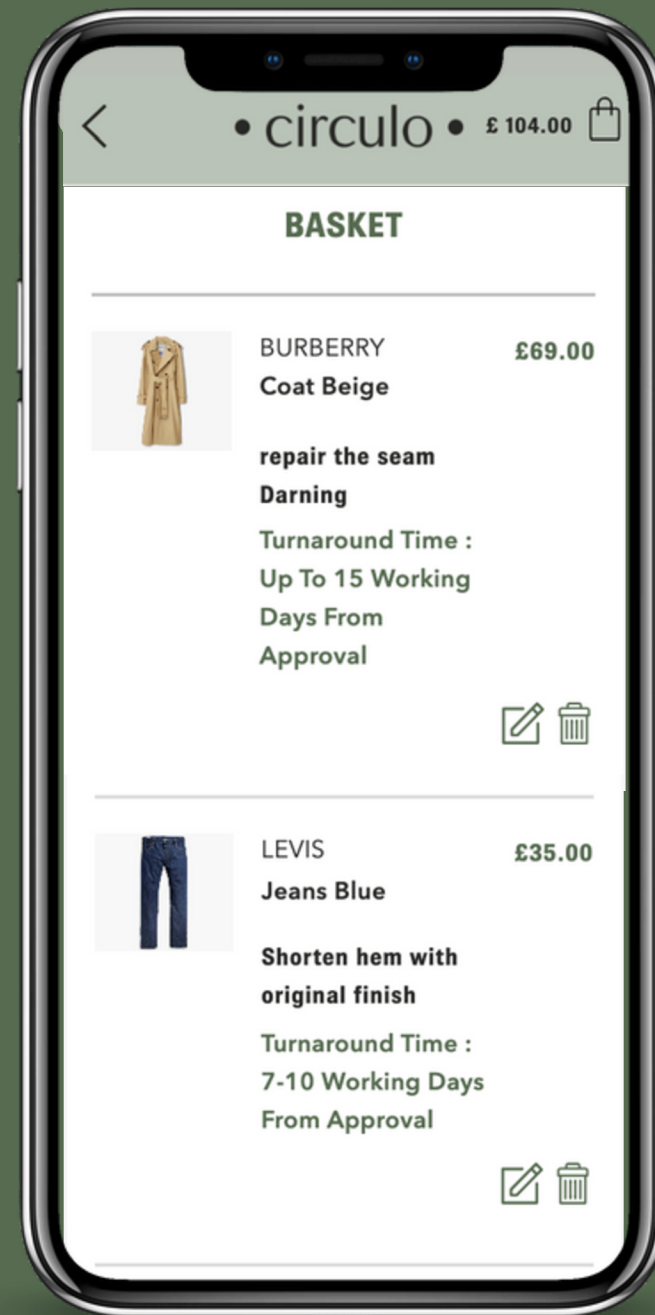
CONFIGURABLE USER AND SERVICE WORKFLOWS



CHALLENGES, SOLUTIONS AND KPIS

	 REVENUE	 OPERATIONS		
PINNAS & NEEDLES CHALLENGES	Revenue loss from delayed payments and abandoned completed items	Accounting for brand partners manual and labour-intensive	Labor-intensive service management and customer communication	Disconnected manual processes create incomplete data capture
CIRCULO SOLUTIONS	Automated upfront quoting and payment processing	Automated accounting process for brand partners based repairs fulfilled	Automated data capture, customer communication, status updates and logistics	Unified platform enables complete customer, product and repair data capture
KPI'S TO TRACK	% of upfront payments and previous loss of revenue due to abandoned items	% change in time spent reconciling brand accounts	% change in time spent doing manual processes per order	% change in data points automatically captured

Instant quotes, online quote requests and payment processing



REVENUE

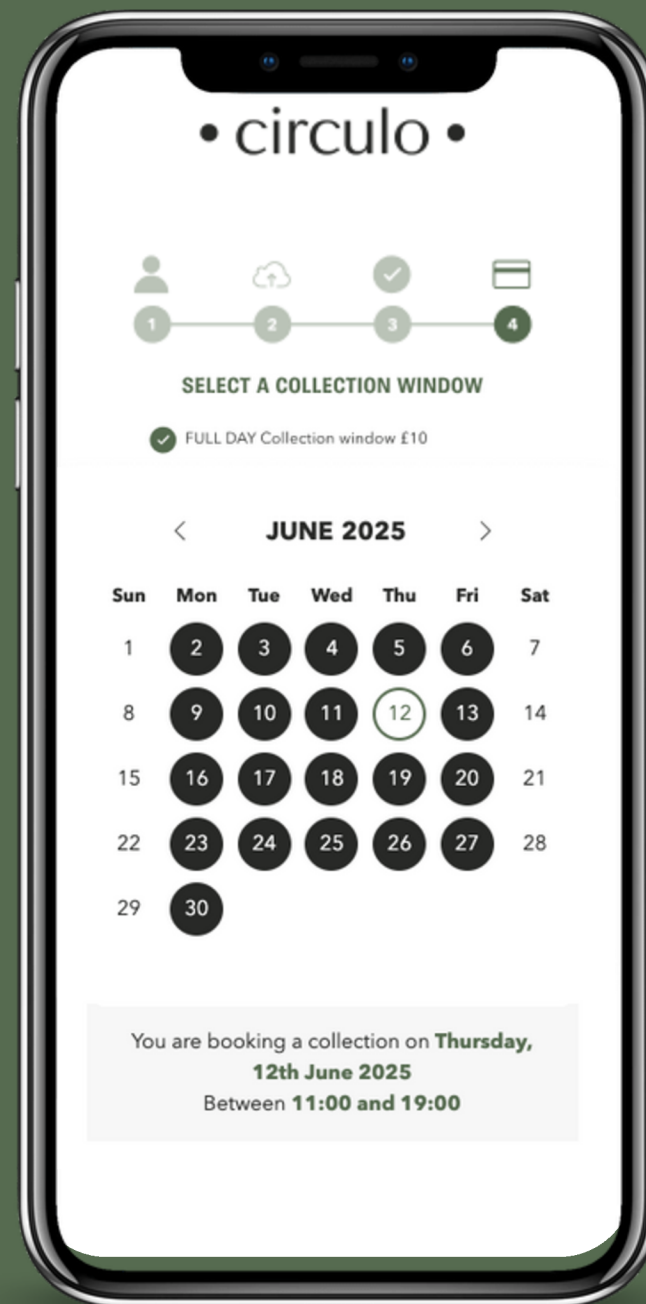
80%

Increase in upfront payments and real-time cashflow with Circulo's Mastermind module

4%

Revenue recovery by transitioning from post-service billing to automated upfront payment collection in-store and online

Enable home collections and in-store drop-offs through integrated logistics partners



OPERATIONAL EFFICIENCIES

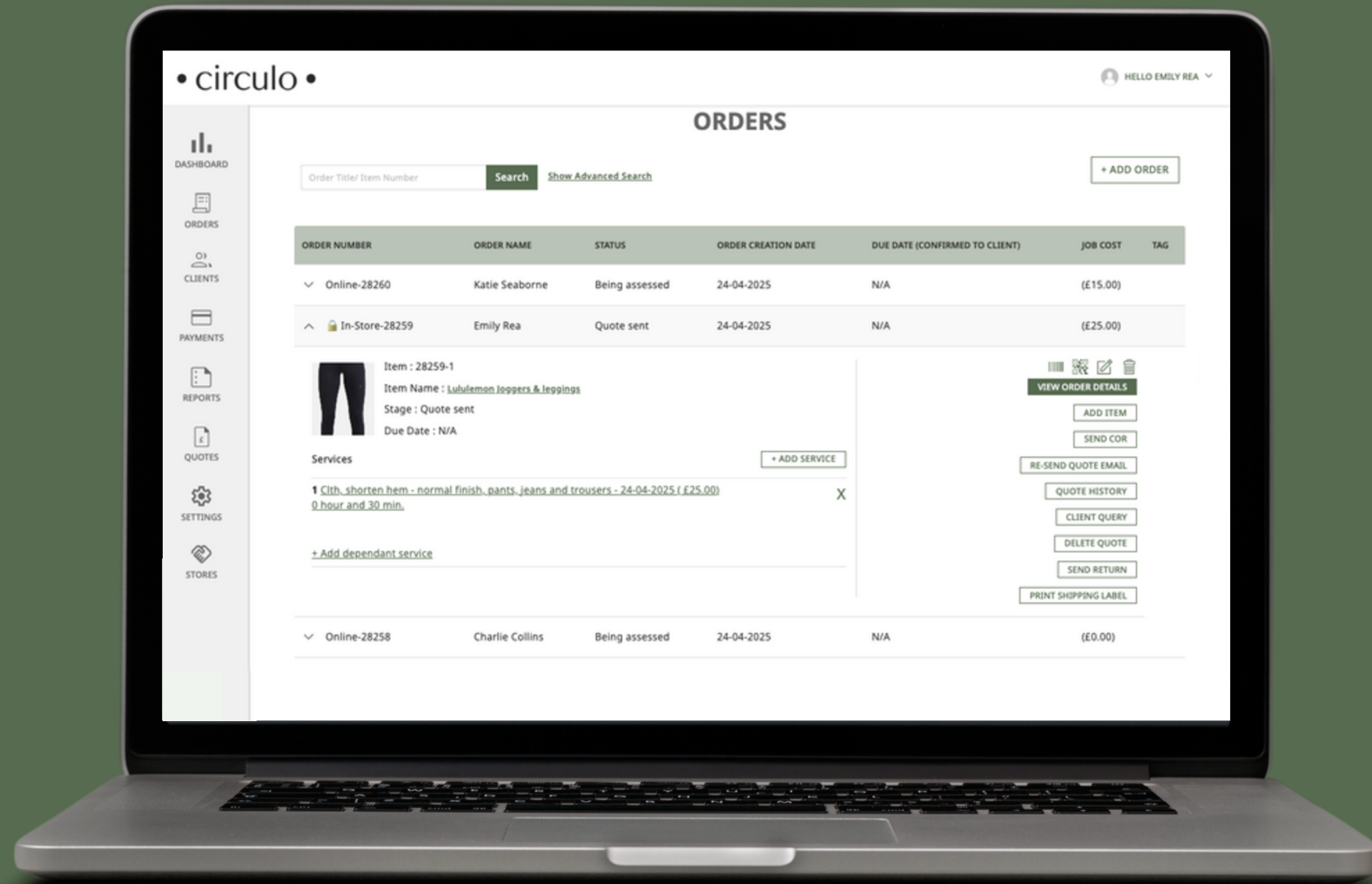
77%

reduction of time spent per order through digitised and, automated data capture, customer communication and tracking

65%

increase in structured first-party data automatically captured

Order Management, Reporting and Tracking

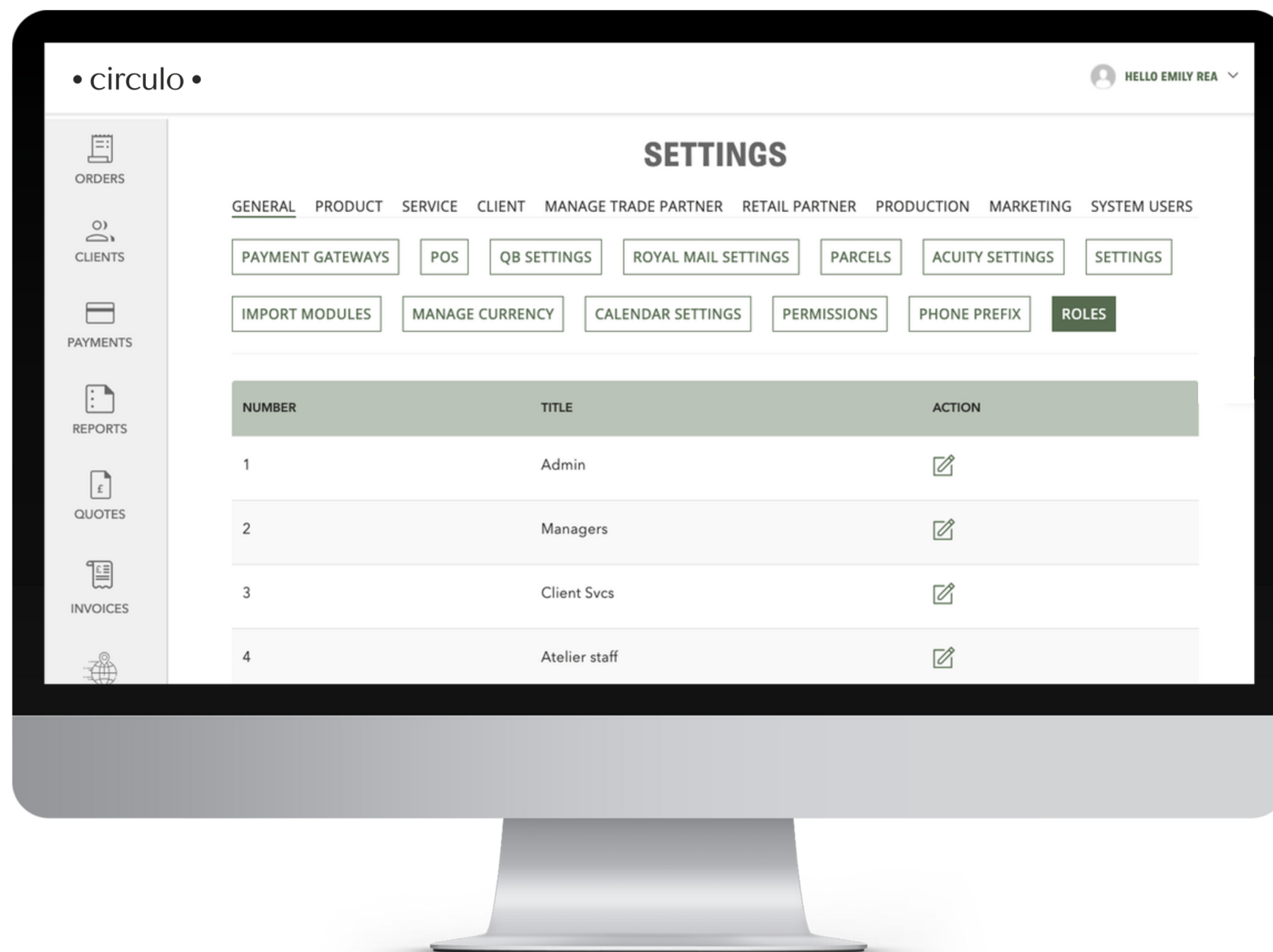


OPERATIONAL EFFICIENCIES

90%

reduction of time spent
reconciling monthly accounting
for B2B brand partners

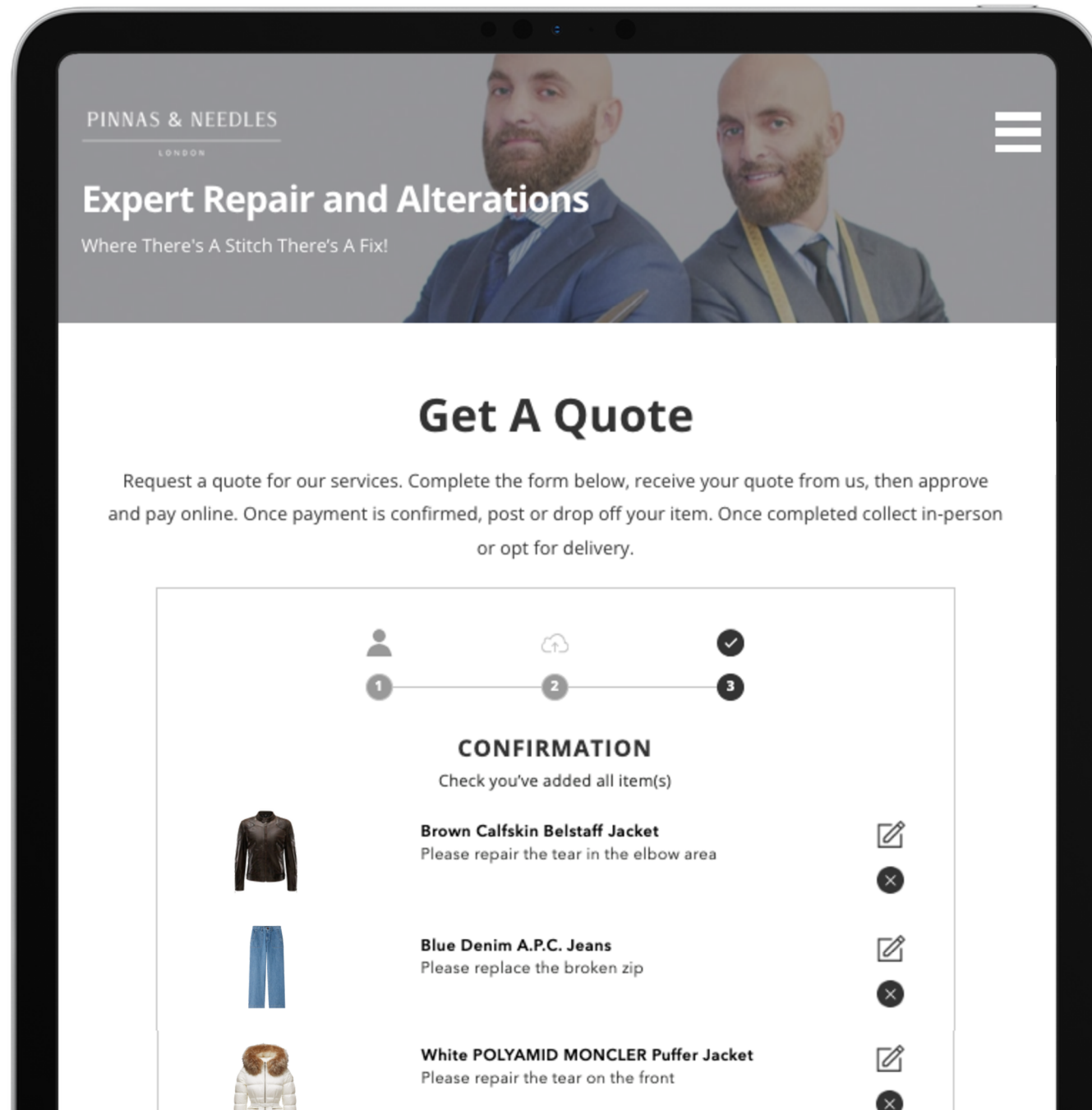
INTEGRATIONS TO SUPPORT SCALE



Circulo's aftersales technology seamlessly integrated with Pinnas & Needles back end systems;

- ✓ Quick Books - Accounting
- ✓ Royal Mail - Logistics
- ✓ World Pay - Terminal and Online Payment Gateway
- ✓ Acuity - Scheduling System
- ✓ Wordpress - Website

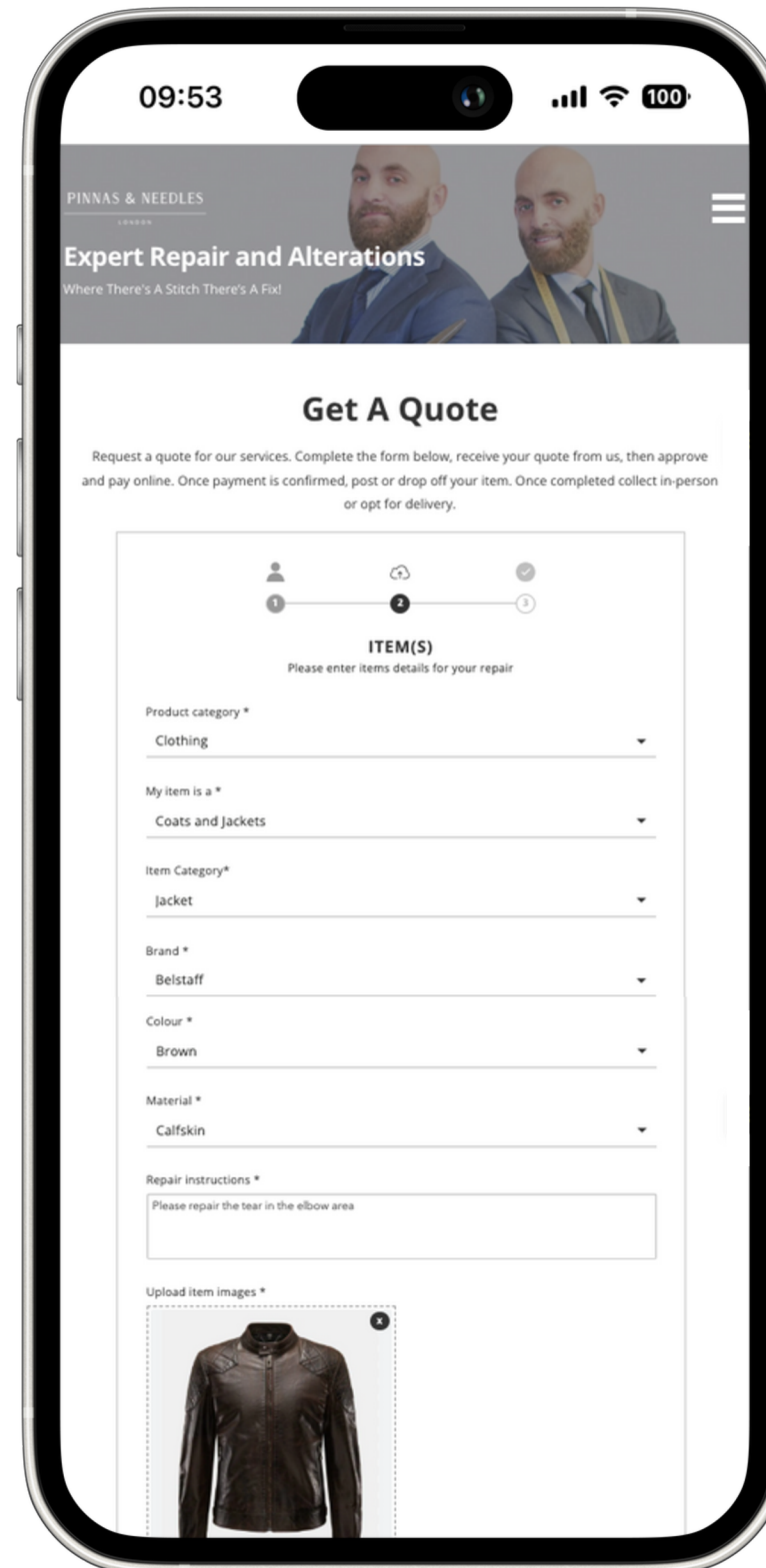
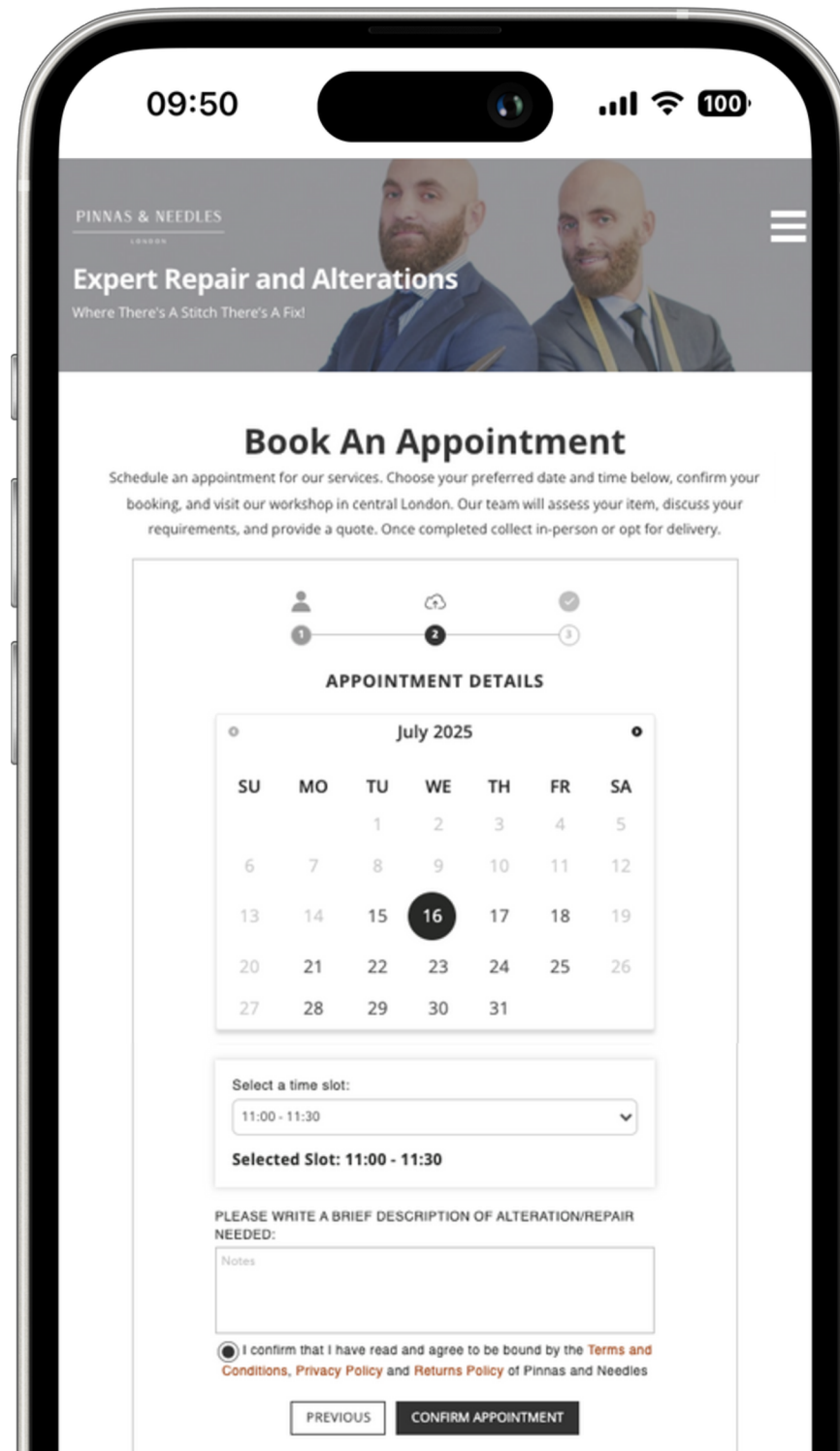
BRAND CONSISTENCY



Circulo's interface mirrored Pinnas and Needles brand and customer experience;

- ✓ Logo
- ✓ Font
- ✓ Colours
- ✓ Language / Tone of Voice

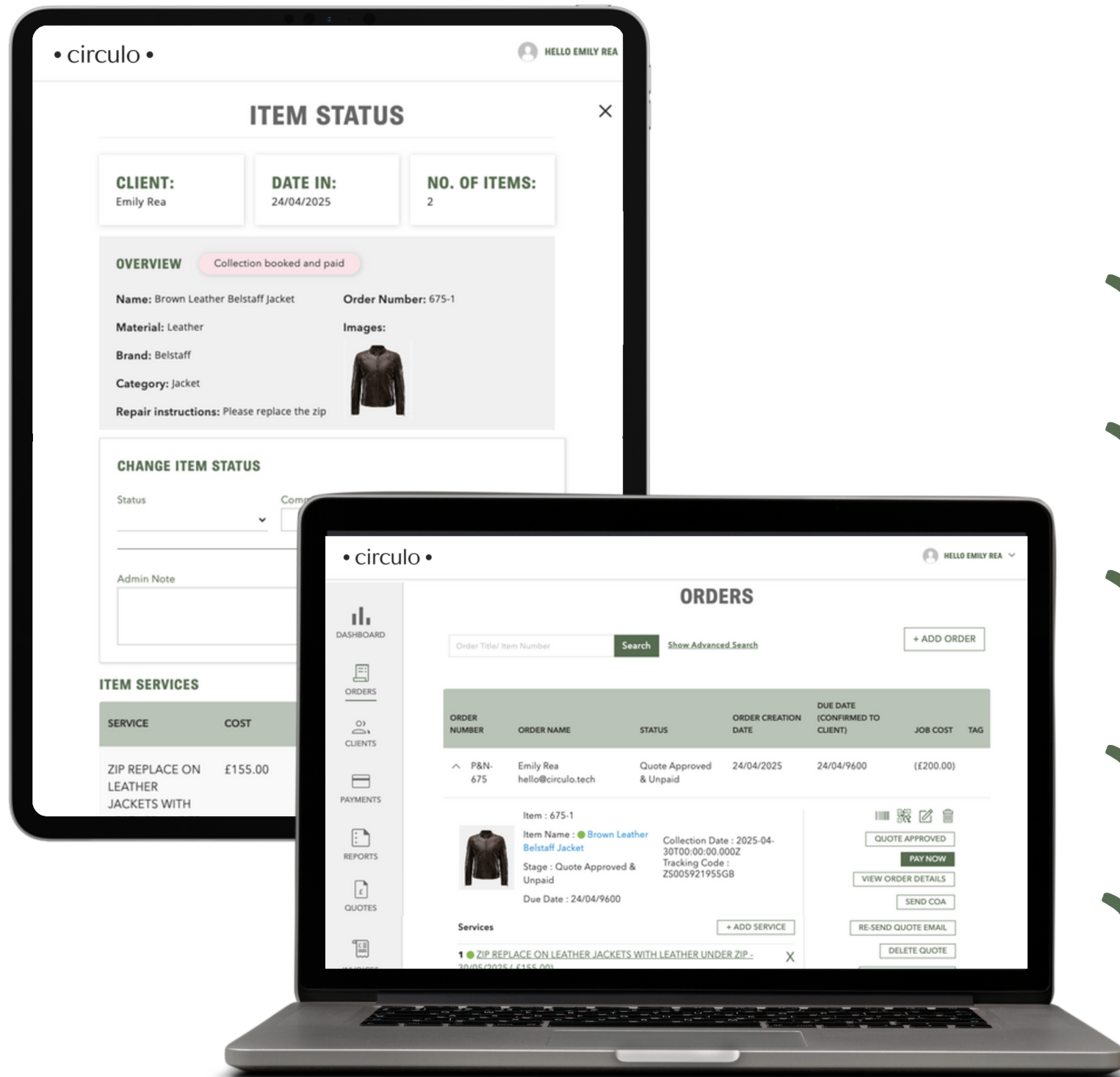
OMNICHANNEL EXPERIENCE



Circulo's software powered Pinnas and Needles full customer journeys;

- ✓ Book An Appointment
- ✓ Request A Quote
- ✓ Online Check Out
- ✓ Quote Approval and Payment
- ✓ Quote Amendment
- ✓ Home Delivery

CUSTOMISED TO BUSINESS REQUIREMENTS



- Pinnas & Needles customised the system to align with their brand and operational requirements by:
- ✓ Selecting mandatory or optional customer, product and service data requirements
 - ✓ Uploading customised internal service names, customer-facing service names and descriptions
 - ✓ Uploading service pricing broken down by VAT, profit and time
 - ✓ Creating operational stages applicable to business needs
 - ✓ Uploading customised customer-facing copy for communication, reminders and updates

THE SEAMLESS TRANSITION

“We chose to work with Circulo because their technology is specifically designed to meet the unique requirements of alterations and repair. Their software promised not just incremental improvements, but a complete digital transformation of how we do business.

Circulo's solutions have empowered us to make data-driven decisions, automate and streamline our processes, and ultimately deliver a superior experience to our customers.”

Pio & Francesco
Founders



THE FUTURE

The partnership with Pinnas & Needles shows how purpose-built technology for aftersales transforms traditional craftsmanship to be scalable and profitable. Circulo's platform, designed specifically for the unique requirements of aftersales services, has streamlined operations and eliminated manual tasks for their direct customers, internal team and brand partners. This approach enables Pinnas & Needles to maintain their exceptional quality standards while operating more efficiently, with built-in capacity for future expansion.

Together, Pinnas & Needles and Circulo are positioned to pioneer the future of clothing repair and alterations - where expert craftsmanship meets seamless digital experience at scale.



Transform your business with ***scalable***,
profitable, and ***seamless*** aftersales services
- customised to your requirements.
Start your success story today.

GET IN TOUCH

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