



Project Overview

Craft and Hobby | EKM

scalemodelscenery.co.uk

About Scale Model Scenery (SMS)

Founded in 2010 by Justin and Tina Noble, SMS offers top-notch pre-printed and laser-cut kits, textures, and accessories for model railway and scale modelling enthusiasts worldwide.

Awarded Hornby's "Specialist Retailer of the Year" in 2019, 2020, and 2022.

Before Shopbox

Visibility of Dormant Products

Difficulty in highlighting dormant products buried under traditional merchandising.

Personalisation for Loyal Hobbyists

Need to find a tool for enhancing customer experience and encouraging repeat business from loyal hobbyist customers.

Limited Resources Allocation

Resources were being diverted towards website maintenance instead of focusing on product development.

"You can do some basic personalisation in EKM, but we were looking for something more sophisticated."

Justin Noble, Managing Director,
Scale Model Scenery

After Shopbox

"I've tried ... but I can't fool Shopbox"

SMS employs EKM as their eCommerce platform. When EKM expressed interest in beta testing Shopbox, they approached SMS.

According to Justin, the implementation was "a piece of cake", and they swiftly went ahead with Shopbox in early 2023.

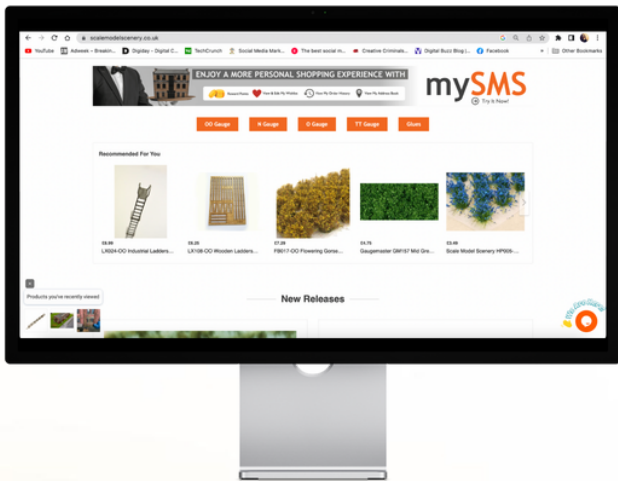
Returning customers see two carousels: one for viewed items and another with AI-driven "other products you might like" recommendations

“I’ve tried really hard to fool Shopbox into showing me irrelevant items like other eCommerce applications do ... and I just can’t!”

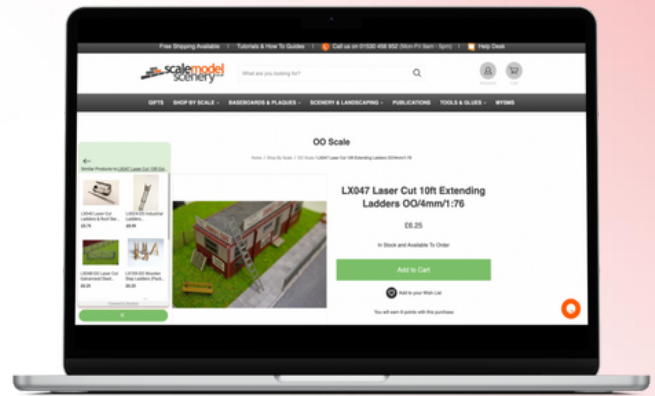
“My SMS” – unique to each hobbyist

A personalised "My SMS" page was added to the website, containing account details, wishlist, order history, address book, Reward Points balance and Shopbox's AI-driven carousels, showing tailored product recommendations and personalised new arrivals.

Justin added these effortlessly using **drag-and-drop**, offering a tailored experience to all customers.



Dynamically generated product suggestions on the homepage



Shopbox's AI-powered pop up sales assistant

“Send me flowers”

Justin highlighted the cross-sell benefit of recommendations. Other than kits, they also sell flowers and vegetation.

“Before we implemented Shopbox, I ordered these products maybe once every three months. Now they are selling so fast that I place an order nearly every week.”

Results

- The 27% of shoppers who interacted with Shopbox accounted for 58% of online transactions.
- Shopbox increased conversion by 200% and boosted AOV by 27%, benefiting the bottom line.

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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🌐 www.shopbox.ai | [Contact Us](#)

