

Feeling at home with finance: AMC Furniture boosts profits with DivideBuy

Created to help people build a home without breaking the bank, AMC Furniture was founded 7 years ago. Starting with just the founder himself, it has now grown into a thriving, successful business specialising in a wide range of high quality indoor and outdoor furniture.

With a growing client base and expanding product list, AMC Furniture wanted to explore new ways to support their clients through the cost of living crisis. They also wanted to increase average order values on higher-ticket items by letting customers spread the cost of purchases overtime.



73%↑

Approval rates

The Challenge

AMC Furniture decided that retail finance was the next step in its sales journey. However, they had some concerns around offering this to customers

Approval rates

The company was determined to partner with a finance provider who would approve customers responsibly and treat them fairly to prevent any financial hardship.

Credit limits

As some of their more expensive products were over the credit threshold for certain providers, the company wanted someone who could service its full range of goods

Customer experience

Reading reviews from finance providers left AMC Furniture concerned for its customers. Finding a retail finance partner with an impressive customer service record was very important to the company.

The Solution

After researching various retail finance providers, AMC Furniture settled on DivideBuy's interest free credit option. A key factor in the decision was DivideBuy's stellar Trustpilot reviews, which reassured the company that its customers were in good hands. DivideBuy's

impressive conversion tools were also a selling point for AMC Furniture – especially the Eligibility Checker tool which meant customers were being safely approved for borrowing. Here are some results delivered by DivideBuy.

“We wanted to support our customers through the cost of living crisis, as well as offer them a chance to buy more of our high-quality items affordably. DivideBuy’s reputation as an ethical lender, along with the results its delivering for our business, means we’re confident they’re the right fit for the next step in our growth journey.”

Arron Mcadams
Founder at AMC Furniture

Main benefits of the AMC/ DivideBuy partnership:

- **73% approval rates**
- **24% increase in conversion rates**
- **Higher average order values**



High approval rates

DivideBuy's soft credit checks and ethical approach to lending meant AMC Furniture experienced **average approval rates of 73%**

Higher average order values

As a result of offering DivideBuy's interest free credit option, customers were now able to **increase their spending** and buy a wider range of products.

Increased conversion rates

AMC Furniture saw a **24% increase in conversion rates**, thanks to DivideBuy's seamless credit journey of less than two minutes, upselling tools and exemplary customer service.