

Maplin Trials iSmash Partnership

Written by Frederick Douglas
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Technology retailer Maplin hopes to boost its services proposition through a partnership with iSmash, a device repair specialist backed by Carphone Warehouse co-founder David Ross.



An initial 6 month pilot has 3 Maplin stores-- St Paul's, Monument and Stevenage-- host iSmash concessions, before eventual rollout across the retailer's 200-store portfolio should it prove a success.

"We are constantly looking to expand our services proposition, as we look to create a customer journey that supports those who shop with us all the way from pre-purchase and consideration to after sales support," Maplin CEO Oliver Meakin says. "Following the nationwide launch of our Free Smart Home Survey, a new and unique service in the UK, this exciting new partnership with iSmash will provide first-rate tech repairs for our customers in store."

The partnership with iSmash is an attempt by Maplin to fight the online competition to provide something the likes of Amazon cannot-- on-site service, installation and repairs. It also comes after the introduction of same-day mobile repair counters by Dixons Carphone, as well as Maplin's own offer of free smart home assessments and installations.

iSmash is a growing repair firm with 20 own stores. It plans to increase the number to 70 by 2020.

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