

Candy Cabs Cumbria



Cleator Moor based sweet shop, Candy Cabs Cumbria, offer an array of traditional pick and mix and worldwide snacks to customers and occasions in shop and afar.

We caught up with David Hampson who owns and runs this successful business about the importance of their online connection in supporting all that they do.

David said: “Having fast, reliable broadband is a must when it comes to the running of our business. My broadband service allows me to interact and communicate with customers, showcase our products, maintain our website and carry out many back-office functions in an efficient way.”

“We have a strong social media following at Candy Cabs Cumbria and I really believe this plays a big part in terms of the advertisement of our business. Nowadays people search online for the products and services they wish to purchase, and our social media pages and website means we ‘pop up’ in their search engines, hopefully leading to them making a purchase. Using my broadband service, I can update our social media pages regularly and respond to any comments or enquiries as soon as they are received. My social media pages enable customers to contact me but also enable them to leave feedback on the products they purchase and the service they receive. I think it is really important to be able to show this feedback and I am sure it encourages potential customers through the door.”

“I love to greet our customers in person in the shop but nowadays, to keep up with shopping trends, we have to also offer our products online. In terms of the success of our business this has really given us a boost, increasing our customer base to a much wider area being able to offer our services across Cumbria and further afar. Our website allows customers to browse the products we have available and offers a secure ordering and payment system. Customers have the option of collecting their chosen products from shop or to have them posted to them. I track delivery of orders from point of postage through to arrival using the royal mail online postage tracker. This is great as I can ensure products are delivered safely and in good time.”

“We offer many different sweet based options to our customers from mystery mixes, delightful drinks, party bags and custom sticker options to personalise your product to ice creams and delicious bakes which definitely get the taste buds tingling! We can cater for any occasion big or small and pride ourselves on the products we can offer.”

“Behind the scenes, our broadband service supports a wide range of business based tasks such as processing orders, stock management, emails, online banking and the completion of online paperwork. Our broadband service is something which I definitely would not want to be without.”

David would encourage other businesses to check the availability of improved connectivity to them. “Cumbria businesses have so much to offer, get online and show the world what we can do. You never know the benefits it could bring”.



To find out more about Candy Cabs Cumbria:

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