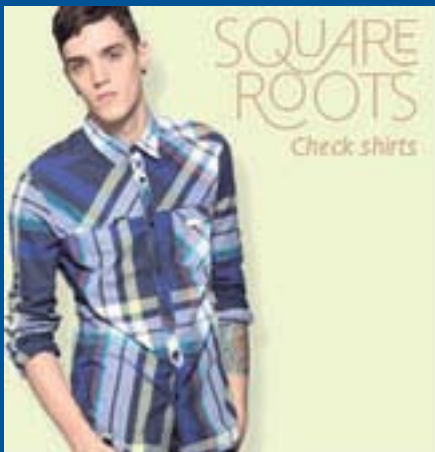


“ MetaPack helps us to offer our customers what they want. We’re looking to expand our delivery options in the future and we know MetaPack will continue to provide the support, infrastructure and expertise that our systems require. Critically, using MetaPack, we only offer delivery options that we know a carrier can fulfil. We can therefore get things right first time and avoid customer disappointment. ”

Stuart Hill, Head of Customer Logistics



ASOS.com is the UK’s leading online fashion store for women and men. Established in 2000, the online retailer targets fashion conscious 16-34 year olds. Their ranges include women’s fashion, menswear, accessories, jewellery and beauty products. ASOS.com are always looking at ways to set themselves apart from their competitors and ensure they remain leaders in the market place.

The Challenge

As delivery options became more specialised, ASOS.com were dissatisfied with the traditional ‘static’ management of delivery options, i.e. offering everyone the same options and noting service limitations by postcode somewhere on the website. ASOS.com asked how they might offer the appropriate service choice to each customer when many of the new and exciting services are not available all over the country and when they cannot be provided for all products, sizes and weights.

The Solution

ASOS.com launched their ‘Style with Substance’ project on 4th August 2009. An important element of the project was to enhance the checkout page and introduce premium delivery options.

Using MetaPack and their ‘Dynamic Delivery Options’ functionality, ASOS.com are now offering a Sameday service in and around London, and a Nominated Day service where customers can select a delivery date up to 7 days in advance. ASOS.com has also launched an International Express Service. International Express orders are processed through the warehouse with the same priority as a Next Day. ASOS.com introduced additional delivery options to offer the customer a wider range of choice.

A customer enters the shopping basket area and selects the delivery options. The ASOS.com web front end calls MetaPack in real time to retrieve the available delivery options ‘dynamically’, according to the delivery destination and product attributes. MetaPack sends back the feasible range of delivery options specific to the order. The dynamic process will permit ASOS.com to introduce more premium delivery options in the New Year.