

“With MetaPack in place we can now process our orders through one system. It has saved us a lot of time. Using MetaPack to calculate the volumetric weight of our goods, we know that it is going to go out with the correct carrier. We are looking at ways we can introduce MetaPack into other parts of the business”

Paul Chapman
Project Manager

Brookbank Canoes and Kayaks have been trading for over ten years. They were the first paddling store in the UK to launch a fully dedicated online shopping site for the sport and in the UK it is still regarded by many as the number one resource for information and purchasing of paddling including white water, flat water touring, freestyle, polo, open canoeing and sea kayaking equipment.

The Challenge

Brookbank Canoes and Kayaks use numerous channels to sell their products, ranging from their stores, website, eBay, Amazon and phone orders. It was quite a time consuming and arduous task managing the orders from all these separate channels. When processing the goods for despatch, labels were produced manually onto a Word Document with the Royal Mail PPI. If the goods were going out via the carriers, the relevant online system would generate the documentation and it would be attached to the parcel using 'document enclosed' envelopes. Goods were manually allocated to the relevant carrier service, this was open to human error particularly with the larger size items and European shipments. The system was not only laborious; it also incurred unnecessary cost with having to supply the additional stationery.

The Solution

The introduction of MetaPack has streamlined the process considerably; orders from all channels are now processed through one simple interface. It has removed manual completion of the paperwork, saving both time and unnecessary costs. Owing to the size of goods despatched by Brookbank Canoes and Kayaks, weights needed to be calculated volumetrically. The dimensions are entered and MetaPack calculates the volumetric weight and allocates to the best carrier, automatically producing the label and the international documentation where applicable. With manual allocation now removed, there is no opportunity to send the goods out on the incorrect service which historically incurred additional costs. Brookbank Canoes and Kayaks are using the MetaPack email functionality; an email is sent to the consumer on despatch detailing a tracking number and link to the relevant carrier. This has reduced the number of 'Where is my order calls' and has allowed them to continue to offer a consistently high level of customer service.

