

“We’re extremely happy with the service provided by MetaPack. So much so, we won’t consider taking on a new carrier unless they’re integrated with them, or have the intention to do so.”

Damian Scarlett  
Managing Director

## The Challenge

Cloggs is a rapidly expanding online footwear business who recently celebrated their 10th birthday as an ecommerce business. As well as a growing UK business Cloggs recognised the potential to exploit the European online market launching into France at the end of 2008. A multi-language EU site will launch into Germany and Ireland this summer.

With business growing rapidly, Cloggs anticipated time and resource issues would arise when trying to deploy numerous carriers. They elected to use different carriers as each carrier has particular capabilities; therefore using a multi carrier solution reduced costs and improved service. However, all of the deliveries were created manually, and each carrier provided their own despatch system, processes, and stationery. Despatching the deliveries from each of the systems, visiting all the various tracking sites and contacting the individual customer services teams was proving to be cumbersome. The complete warehouse process was disjointed.

## The Solution

Cloggs were taken through an online demonstration of the MetaPack system, and were impressed with the streamlined process.

They can now manage all of their delivery requirements through one simple, easy to use interface. Using a file import to populate the system, each delivery is allocated to a service code, dependant on what particular service has been selected by the consumer. Stationery has been reduced to just one label format suitable for all carriers. The labels are produced and supplied by MetaPack. The customer care team are also benefiting from the system, because they are now able to use one web screen to monitor any delivery, regardless of which carrier was used.

The team at MetaPack are now working closely with Cloggs and Venda to provide a full integration between Venda’s and MetaPack’s platforms. This will provide a one stop shop solution to Cloggs and other Venda customers. The simple file transfer will become redundant and information will automatically flow between Cloggs and MetaPack and this will streamline the process even further.

