



# Multi carrier solution for a Multi channel retailer

MetaPack

“ I’ve been impressed with MetaPack from the beginning. The setup was made relatively easy and the after sales support was very helpful. As a small business I was worried that we might be swept under the carpet, but the team were always there to offer assistance. I’m very happy with my decision to choose MetaPack as it’s definitely saved us time, money and makes our order processing more efficient and professional and has helped DoctorCarParts to improve our customer service ”

Moiz Adamjee,  
DoctorCarParts  
Proprietor



## The Challenge

DoctorCarParts was established in 2008, stemming from a passion for making custom designed number plates and selling them on eBay. The business has since grown and has now extended the product range to include a full range of car parts, particularly those for the less common models in the market place.

As sales were increasing, DoctorCarParts knew they needed to concentrate on their order process. Goods are sold through a number of channels, but they noticed that orders placed through the less popular channels were being neglected and response times were suffering. There were no carrier contracts set up, goods were taken to the Post Office and individually weighed and stamped. This was not only time consuming and inconvenient, but also very expensive. In order to streamline the whole process, they needed a multi carrier solution that would reduce manual intervention and would help make cost savings and create a more efficient process.

## The Solution

DoctorCarParts were introduced to MetaPack through ChannelAdvisor, the eCommerce platform provider. MetaPack is fully integrated with ChannelAdvisor’s Merchant Advisor Premium (MAP) software, and has a number of ChannelAdvisor customer’s on board.

DoctorCarParts are using the latest synchronised version of the integrated Channel Advisor and MetaPack software and this generated numerous benefits immediately.

Manual data entry has almost disappeared, reducing the opportunity for human error. Carrier collections have been set up and DoctorCarParts are now enjoying more competitive rates. They are now able to add carriers to the system and increase the number of service options available to their customers without any disruption to their despatch. Approximately 20-25% of sales come in from Europe, so using the International functionality within MetaPack to automatically produce and populate all the necessary paperwork has saved time too.

One of the significant benefits to DoctorCarParts is the email notification of despatch, sent to consumers which enables them to click through and directly track their goods through the carrier’s website. This has helped improve customer services at DoctorCarParts and is leading to to repeat business.