

“ We feel that MetaPack has allowed us to easily offer our customers flexibility with the introduction of additional delivery options. It has improved our despatch process and given us a system that is user friendly. We’re looking forward to working with MetaPack and implementing the other functionality available ”

Rumit Nihar, Director



Established in 2000, Golfonline.co.uk has is now one of Europe’s largest internet retailers of golf equipment, apparel and accessories. Operating under a simple philosophy to ensure customer satisfaction, they promise to display and supply a full range of the latest golf equipment at the best possible prices. You can also purchase Golfonline.co.uk goods from selected golf courses and pro-shops throughout the UK.

The Challenge

Golfonline.co.uk was operating a semi automated despatch process for each carrier. The development team had created APIs (Application Program Interface) linking their front end system into each web based carrier management system. In essence, it had removed the element of manual intervention, but was still proving cumbersome working with numerous different tools, systems and procedures, as well as the time and resource taken to develop each API in the first instance. Golfonline.co.uk was also interested in looking at ways to expand their delivery services to offer a greater level of flexibility to their customer base with the least amount of inconvenience to themselves.

The Solution

GolfOnline.co.uk was looking for a solution that would consolidate all their individual carrier systems and streamline their processes. Through MetaPack’s integration into all the major carriers within the UK GolfOnline.co.uk immediately saw how this would benefit them and reduce the numerous systems and processes currently in place. They went on to develop their own API to communicate with MetaPack and coincided their Go Live with the launch of their new website. They are now in a position to integrate into a wide range of carriers, expanding their delivery offering and maintain all their despatch through one simple, easy to use interface. With MetaPack in place, GolfOnline.co.uk is able to enjoy a cost saving of 10% through better carrier allocation.