

“ In a time where customer loyalty and repeat business is crucial, it's a retailer's job to ensure they stand out from their competitors and offer services and savings wherever they can. MetaPack truly is a revolutionary concept. It has grown with our operation and has allowed us to offer a wider product range to our customers as well as visibility of all our orders thus enhancing our customer service ”

Jon Asbury, Multi
Channel Development
Manager



Building on the hugely successful 'Reserve and Collect' service, in January 2010 Halfords introduced 'Free Delivery to Store'. A service which allows their customers to order goods online and collect from a local store with no additional delivery costs, offering them more choice than ever before. MetaPack have successfully managed Halfords customer distribution for over five years and were asked to provide a cohesive strategy for an efficient despatch management system.

Using the existing MetaPack Supplier Direct function, 'Free Delivery to Store' was introduced into the Halfords process without any additional implementation, resource and costs. Each morning order data is imported from SAP to MetaPack using just one button. The suppliers can then log on to MetaPack through the internet and see all of their Halfords orders as pre-allocated consignments. MetaPack then prints the carrier labels for them and sends the carrier the collection notices. From this point onwards it becomes a "Halfords delivery" and the Supplier customer services team can gain full visibility. Additionally the Halfords customer service team can access the same information and has the same ability to provide an efficient proactive professional level of customer services.

Through the introduction of 'Free Delivery to Store' Halfords customers are now able to choose from a wider range of products and organise a free delivery which is convenient for them (usually within 24 hours), significantly increasing the range of products available for collection. This enables Halfords to increase their offline sales, whilst retaining the loyalty of their customers. Research shows Halfords customers prefer to collect in store so they can take advantage of the wide range of fitting services and demonstrations available. Halfords are now offering four delivery services; Free Delivery to Store, Reserve and Collect, Text and Reserve and Home Delivery.

The new Coventry based distribution centre opening in July, will be equipped with MetaPack Delivery Management software and this will ensure stock is efficiently delivered to all of Halfords 467 stores throughout the United Kingdom and the Republic of Ireland.