



I D E A L

T E X T I L E S

Tracking emails cut delivery queries by half

MetaPack

“Delivery is the most important part of our customer services. Customers will always want their goods yesterday, but MetaPack allows us to keep our customers informed and respond to their questions quickly and efficiently”



Ideal Textiles, a curtains and bedding retailer had been successfully trading through their high street store for over 20 years. After reading numerous market reports they knew it was time to move with the times. Launching their transactional website in early 2008, they were able to take full advantage of people's preference to shop online. By operating an online site as well as a bricks and mortar shop they were able to maximize the cross shopping channels.

The Challenge

As with most new online businesses, processes are manual until growth dictates otherwise. Ideal Textiles was no exception to this. Every time a delivery was received; the details were copied and pasted into the carrier despatch system, opening a new page for every order. The whole process was monotonous, and wasted a lot of time and effort within the business. Peter Kenny, Director says “we were spending so much time processing our deliveries, we weren't able to concentrate on marketing the company”. Providing a pro-active level of customer service was difficult too, tracking customers' parcels was proving to be a long winded process. Once the customer alerted them to a delay they would contact the carrier, wait for a status and then report back to the customer. It became quickly apparent that a despatch solution was necessary in order for them to continue to grow.

The Solution

An API (Application Program Interface) allows computers to communicate with each other using a specific language. With this method in place, Ideal Textiles can efficiently pass their order details through to MetaPack in just a few clicks where they are allocated to the correct carrier. Once allocated, MetaPack sends the shipping labels back for printing. In removing all manual activity, Ideal Textiles have seen a time saving of over three hours a day and have increased their order output by 78%. Kenny comments “it's improved our system greatly, everything is so seamless now, it has afforded us the time to concentrate in other areas of the business”. Ideal Textiles have implemented the tracking emails provided by MetaPack. On receipt of despatch, each customer is emailed a tracking number and a link to the relevant carrier site. This enables the customer to keep check on their own delivery as opposed to contacting Ideal Textiles. Kenny adds “we're making the most of the tracking emails, it's saved us so much time and our customers are always kept informed. The introduction of the email functionality has seen their delivery queries reduce by half.