

Specialist photographic retailer Jessops recently announced a 74.3 per cent increase in 'direct' sales in the five weeks to January 1, 2006. We take a look at how Jessops championed change in the last quarter of 2005 in order to position itself well for this expected growth in direct sales.

The Challenge

Jessops wanted to make sure they could maintain and improve customer service levels throughout this period of expected growth. In order to manage an increased number of orders, taken by their 'direct sales' arm (the internet, telesales and mail order), they identified the need to improve operational efficiency and streamline their despatch process. They also wanted to extend order cut off times and continue dispatching orders right through the Christmas holiday period, only taking a break on Christmas day.

The Solution

By choosing a delivery management solution designed by MetaPack, Jessops reduced the complexity of a multi-carrier approach and successfully integrated with 6 home delivery carriers, in just 8 weeks. This has provided Jessops with the flexibility to change carriers quickly when necessary for continuity of service. For example, when one carrier closed for a few days over Christmas, Jessops were able to use another carrier to continue delivering and ensure the delivery requirements of their customers are met.



“ This commitment to our 'direct' sales channel forms part of our overall marketing strategy, ensuring that we have the operational flexibility to manage our customer's expectations and keep "where is my order?" enquiries to a minimum. Not only was this crucial in time for the Christmas peak but it will also allow us to easily introduce new product ranges going forward". MetaPack's delivery management solution has also significantly reduced the manual entry and copying of data previously involved with operating with more than one carrier. In addition, MetaPack's solution uses standardized parcel label stationery, which means a separate printer and terminal for each carrier is no longer required, bringing about great flexibility and efficiency in the loading bays. ”

John Adderley,
Director of Distribution