

The Challenge

The name LK Bennett is synonymous with luxury British fashion and appeals to a customer who wants elegant and feminine shoes, clothes and accessories.

LK Bennett was looking for a greater level of flexibility. As a small retailer, all their carrier requirements are out sourced to a third party logistics company CML, who operate with a portfolio of carriers. However, the hardware and software changes required to implement a new carrier were costly and time consuming and multiple carriers required additional pack benches. LK Bennett approached MetaPack, who were recommended by another customer.

The Solution

LK Bennett were taken through an online demonstration of the MetaPack solution, and were very interested in three aspects of the software: the ability and simplicity of adding and removing carriers and services; that multiple carriers could be served from one pack bench; and the automatic email and text messaging functions which enables communication of relevant tracking numbers, regardless of the carrier completing the delivery, to the customer.

CML welcomed the introduction of MetaPack and using the carrier management system LK Bennett is able to take advantage of more of the carrier companies who have a relationship with CML. They can add in new carriers and services as required, increasing the flexibility of the delivery services they can offer their customers – and by using MetaPack they can monitor all their deliveries through one simple interface.

By using MetaPack LK Bennett always has a contingency plan, which never leaves them in a position where they can't ship. It has also enabled them to reduce the number of pack benches in use, which allows for better use of resources.

“ The MetaPack Delivery Management Software offers us the flexibility to select from the range of delivery services offered by CML, streamlines our reporting and improves the communication with our customers. ”

Kate Smyth, Head of e-Commerce

