

Automating the routing process to improve efficiency

The Challenge

Lighting Direct has over 6,000 lighting and associated products available online. Their products have featured on a number of home improvement programmes. Established for over 15 years, they have a vast wealth of knowledge and experience available, and offer a consistently high level of customer service. Operating from a centralised hub, Lighting Direct despatch significant parcel volumes nationwide. Carrier selection was based on manually weighing and sizing the parcels, and then referring to a number of tables to choose the optimum service. The main focus for them was to improve efficiency by automating the process and at the same time introduce additional carriers which would increase their delivery options.

The Solution

MetaPack was introduced to provide automation for all their shipments. MetaPack has saved time and money by automatically allocating the shipment based on its individual profile, thus ensuring that the correct route is chosen every time. Peak times are no longer an issue as additional pack benches can be opened; this is because the software allows for all carrier stationery to be produced from any printer. MetaPack enables Lighting Direct to introduce additional carriers without

the need to change or disrupt the process in the warehouse. Another MetaPack benefit has allowed the customer care to access all shipment information from one screen irrespective of who distributed the goods. This has enabled the team to provide a quicker response to every delivery query, allowing them to maintain their high level of customer service.

“The MetaPack solution enables us to give our customers a better service and avoid problems happening in the first place. We can now work with additional carriers that will allow us to give our customers more delivery options, and thereby more convenience.

Since using MetaPack we have also saved time and money by keeping all our shipping documentation in one place whilst still using various carriers. MetaPack has helped us by saving time deciding which carrier is the most economical for each parcel that we despatch. Due to the centralisation of all our shipping information, tracking and POD's can be found almost instantaneously as we do

not have to search through various carriers trying to establish who sent the parcel, it's all there on one screen. I don't know how we managed before MetaPack.”

Gary Berg,
Managing Director

