

## Reducing human error through automated systems

### The Challenge

MetaPack was introduced to Purelygadgets through IMRG. IMRG realise the importance of delivery in any online offering and MetaPack's contribution to ensuring high standards of service in this area. Purelygadgets despatch large volumes daily through one warehouse, using three carriers with each employing different hardware, processes and stationery. Parcel allocation was manually selected, thus increasing process time and the possibility of human error. Using numerous carriers applied extra pressure on their customer service teams, dealing with customers and having to access a number of different websites to gain the tracking information. With expansion on the way, an automated streamline process needed to be introduced.

### The Solution

MetaPack carried out an operational review and advised on ways to simplify the despatch process. Manual allocation was replaced with the import of data via an API, enabling automatic carrier selection and allocation. Purelygadgets used the web based software to produce carrier conformant labels and manifests for each through one easy to use interface. This would prove pivotal in reducing process time and human error, as well as providing a much more streamlined and automated process.

To enhance the already established customer services, our text messaging and email functions were introduced, where Purelygadgets were able to keep in touch with their customer base, advising them on each stage of despatch thus reducing the number of inbound customer service calls. Another additional function of MetaPack's reporting capabilities enabled Purelygadgets to find statuses for all carriers, produce exception reports and monitor carrier performance. Purelygadgets believe in keeping things easy, fun and simple – just the way their customers like it!

“ We're very happy with the service provided by MetaPack, and the automated process has lead to better carrier allocation and more efficient work processes. ”

Stephen Leung  
Group Manager of Order Fulfilment Management

