

“We have nothing but positive comments regarding MetaPack. The team are always extremely helpful, and any issues are always resolved quickly. We feel that MetaPack would be beneficial to all Venda customers. It's very simple to use and easy to integrate to”

Adrian Addison,
eCommerce Manager

Established in 1957, Roman Originals was initially set up as a manufacturing business in Birmingham. Retaining its heritage and passion, the company has gone on to design and manufacture their own range of Ladieswear and accessories, which are available in 150 outlets throughout the United Kingdom. Roman Originals followed the pattern of many other retailers and launched their transactional website in late 2008.

The Challenge

Roman Originals were using a manual process to despatch all their goods with one carrier: handwriting data and matching labels to parcels within the warehouse. Consequently, this was having an impact on time and resources with a risk of human error. In order to try and automate the process, the development team at Roman Originals created an application that would link their website to the carrier's site, allocate the delivery and print the label. This project took two months to complete, again impacting on resources. A process they couldn't justify completing for each carrier. Roman Originals then found themselves in a difficult position when their only carrier threatened to instigate strike action. They soon realised that they wouldn't be able to integrate to a new carrier and be in a position to ship in such a short time period therefore leaving them unable to ship at all. Based on this and receiving feedback from their customers requesting a wider and speedier range of delivery options including tracking and international services, Roman Originals felt it was time to assess their delivery offering.

The Solution

As part of the project, Roman Originals decided on Venda as their order management system. MetaPack are a fully integrated partner of Venda, and are currently operating with a number of Venda clients. Roman Originals had a list of requirements and they felt that MetaPack could meet all of them. They are using MetaPack as a 'black box' function which allows them to enjoy the intelligence provided by MetaPack, whilst using the screens provided by Venda. Orders are automatically sent via an API (Application Program Interface) from Venda to MetaPack which then allocates deliveries to the correct carrier without any manual intervention. Adrian Addison, eCommerce Manager says, "the API was available from the very start and our developers found it very easy to integrate. The information supplied by MetaPack was very concise and easy to follow". The integration has been specially designed to incorporate their bespoke stationery. The MetaPack label is now included as part of the despatch note, this was a logical decision made to aid the staff within the warehouse. MetaPack are integrated with all the major UK carriers, thus eliminating the need for Roman Originals to complete any further integration projects and they are now in a position where they will always be able to ship their goods and uphold their promise to their customers no matter what happens. With such a wide range of carriers available, Roman Originals have a choice of over 590 services so are in a position to offer their customers the delivery options they requested, including a full range of international options which they are using to ship orders from their eBay store. Implementing MetaPack has allowed Roman Originals to save over two hours within the working day and create additional resources within the warehouse.

