



## Simplicity saves time

MetaPack

“As soon as we saw what MetaPack can do, we knew it was the system for us. The time it has saved us has been invaluable. It's so easy to use and we've seen a reduction in our inbound customer services calls now that the tracking email is in place. We can't imagine despatching without MetaPack”

Roger Usher,  
Partner



Simple 2 Trade provide high quality air brushing tools and equipment for industrial and personal use. Established in 2006, the team have over 15 years experience in the air brush/nail industry, providing extensive product knowledge and technical support. Starting with only 100 products online, their range has now extended to over 4,500 products which can be purchased through their own site, Amazon and eBay. Simple 2 Trade are in the process of branching out internationally, and products will soon be available on a number of European sites.

### The Challenge

Simple 2 Trade were using two carriers. In order to despatch, order information was downloaded from their Sage software. At this point, the decision was made manually as to which carrier the goods would be despatched with. When sending goods with the carrier, the address details were 'copy and pasted' into the web based carrier management system and for goods despatched through Royal Mail, delivery information would have to be hand written on both the address labels and in the despatch book and the applicable service sticker would be applied. This process was having a huge impact on each working day. The majority of their time was spent preparing the goods for despatch and then the remainder spent in the Post Office sending them out. Tracking was also proving to be an issue for Simple 2 Trade, with limited to no visibility available through these despatch methods they were unable to track their deliveries. This meant they weren't able to answer customer queries effectively. With business growing at a steady rate, Simple 2 Trade realised they did not have a user friendly despatch solution in place.

### The Solution

Simple 2 Trade, a customer of ChannelAdvisor, were immediately attracted to the simplicity of the MetaPack system and how much time it would save them overall. Implementing the MetaPack solution was a very simple process as it is integrated with ChannelAdvisor MAP software. Using the CSV file import method, delivery data is fed into MetaPack and the orders are allocated dependant on what service group has been selected. With the two solutions working in parallel it has practically eliminated all manual intervention removing the opportunity for human error. Simple 2 Trade are venturing into the European Market, they are now able to handle their International deliveries in the same way as their Domestic deliveries. MetaPack automatically populate all the necessary customs documentation, again removing the chance for human error and ensures that you despatch goods with all the relevant paperwork. Simple 2 Trade are also able to overcome their tracking issues as an email notification is sent to the recipient on despatch detailing a tracking number with a link to the relevant carrier's site. This has allowed the recipient to track their own deliveries, resulting in a reduced number of customer service calls.