



# Tracking emails reduce fraudulent deliveries

MetaPack

“MetaPack provides a really good service and I would recommend them to all ChannelAdvisor customers as well as any online volume sellers. We had a demonstration, registered and were live all within a week. The benefits available will change the way you work”

Daniel Leff, Managing Director



Trading since 2004, The Bling King specialise in jewellery inspired by Hip Hop rappers. Initially, they imported a few items from the US to test the marketplace and soon found that they were extremely popular within the 18-30 demographic. Since then, they have built up a network of manufacturers who work with them directly. The Bling King supplies their products to retailers, consumers and suppliers. Further information can be found at [www.theblingkingwholesale.co.uk](http://www.theblingkingwholesale.co.uk)

## The Challenge

Operating through a number of channels, The Bling King was finding it difficult to manage and process orders from all the different sites and marketplaces. It was laborious, time consuming and there was always the chance that orders could be neglected. The Bling King introduced ChannelAdvisor who provided them with an order management solution. This alleviated the processing aspect of the problem, but the despatch process was still completely manual. With all orders now processed through ChannelAdvisor each invoice was printed off and the address label was cut out and sellotaped on to the package. Deliveries sent on special services had to be hand written, impacting on time and resources. Subsequently, it led to potentially labelling the goods incorrectly and not looking particularly professional. The Bling King were also looking at focusing on the International market, and despatching goods were proving cumbersome with all the additional documentation that needed to be completed. In addition, the biggest downfall The Bling King experienced was they had no way of tracking their items after despatch and they suspected customers were fraudulently denying receipt. Thus incurring additional costs having to replace the items as well as the shipping costs.

## The Solution

MetaPack were introduced to The Bling King through ChannelAdvisor as the perfect solution for their despatch management. MetaPack who is in partnership with ChannelAdvisor have developed 'middleware' software which fully integrates the two systems. Now when an order comes through to The Bling King, irrelevant of which channel, it's recorded and routed through to the correct carrier and service. This has immediately removed all manual intervention has saved three hours a day as well increasing the order output by 97%. MetaPack now seamlessly produces the labels with all the relevant information for each service in a consistent, professional format and they are easily adhered to the parcels. International delivery has now also been simplified as Daniel Leff, Director explains, "International deliveries are extremely easy, MetaPack enables us to streamline and simplify everything as well as the pre-populated paperwork reducing human error". One of the biggest advantages for The Bling King was the tracking facilities offered by MetaPack. Each delivery generates an email to the customer with a tracking link and using one simple interface, both the customer and The Bling King can view the status of the delivery. This has enabled them to offer a proactive customer service and respond and resolve issues quicker and saving six hours of the working week, equating to nearly a full working day and has practically eliminated all inbound delivery queries. This in turn has evoked positive feedback from their customers. Leff adds "the tracking tools have proved paramount to our business and customers no longer have to wait in to sign for goods".