

“ We’ve found the confidence MetaPack has provided has enabled us to expand our web development program. We cannot avoid mention of the excellent customer service at MetaPack throughout the integration process and continuing through our ongoing partnership ”

Tim Green
Director



Ultra Glow Cosmetics emerged in the late 1980's. They were the first company to launch a bronzing powder into the UK cosmetics market, and are now the leading niche brand business in their marketplace. Ultra Glow Cosmetics serve a wide spectrum of customers from consumers, to retail chains and multinationals, and their focus is on partnership with the retailers and their customers' real needs.

The Challenge

Ultra Glow Cosmetics purchased the Actinic Catalog software, an eCommerce package that has provided them with ease of use, flexibility and a comprehensive range of features. With the 'One Stop Order' processing 'plug in' software available from Mole End for use with all Actinic products, they were looking for a despatch system that would integrate seamlessly. In what was proving to be a manual and laborious process, order information was produced through their web front end, powered by Actinic and then filtered through Sage software, to allocate weights. It was then decided manually which route it would take. This was based on weight and insurance levels. For goods despatched with Royal Mail, Ultra Glow Cosmetics had a complete 'Post Office Set'. This consisted of a despatch book, address labels and service specific stickers. Address labels would be hand written, with the information being duplicated into the despatch book. The address label and service specific stickers were then affixed to the goods. When despatching with the parcel carrier, the consignment details were typed into the web based carrier management system, producing the labels. Not only did this mundane process impact on time and resources within the company, it offered little visibility. When dealing with customer queries, they would have to first decipher which route the goods were sent out on and then contact the carrier to find out the status before advising their customer. All in all, a long winded and costly process which was having a negative impact on their working day.

The Solution

MetaPack is fully integrated with the Actinic software. Actinic are the UK's foremost developer of ecommerce products for small and medium businesses, and a leading supplier of electronic point of sale (EPOS) and multi-channel retail technology, and their Actinic Catalog® product Ultra Glow Cosmetics are able to use both the systems in conjunction. Sales orders are generated at the web front end and are fed through a Sage report to align weights. They are then automatically fed into the One Stop Order software, and with one click they're imported into MetaPack. With this new process in place, it has removed all manual intervention and has reduced processing time dramatically. MetaPack has created value through the consolidation of administration, logistical decisions and customer interaction and with the advantage of tracking through one interface, Ultra Glow Cosmetics have seen customer delivery enquiries almost eliminated. They are now in a position to monitor carrier performance through the MetaPack reporting functionality. Carrier allocation is still based on weight and insurance value, an excellent example of the extent of which MetaPack can allocate efficiently between a variety of not only carriers, but carrier services based upon a variety of variables.