



WatchWarehouse.co.uk has been trading for two years. Initially, they started as an eBay titanium seller, and this year launched WatchWarehouse.co.uk as a standalone website. This now provides them with two routes to market. Specialising in leading designer brand watches and jewellery, WatchWarehouse.co.uk have built up an excellent reputation for quality branded products, excellent customer services and competitive pricing.

### The Challenge

With business growing at a steady rate, WatchWarehouse.co.uk wanted to look at ways to streamline their despatch process and remove as much manual intervention as possible. Goods were individually weighed, franked and labels were hand written, applying each parcel with a service specific label which was chosen at the checkout stage. Manual duplication of the delivery information was then required in both the despatch book and the online system. Time and resource constraints meant addresses weren't being checked prior to despatch, which lead to a level of loss. WatchWarehouse.co.uk also found that operating with only one carrier offered no contingency planning and they didn't want to be in a position where they couldn't deliver to their customer's expectations.

### The Solution

WatchWarehouse.co.uk was introduced to MetaPack through Coding Monkeys, who are a professional, award winning web design and development company that specialises in high-quality design and corporate branding. WatchWarehouse.co.uk are importing their despatch information into MetaPack through a CSV file import. The CSV file is created automatically through their back end system, and with a few clicks of a mouse the file is imported into

MetaPack and is completely managed from that point on. The goods are allocated to the correct service as per consumer selection at their web front end, and the labels are automatically produced. Having branched in to the international market WatchWarehouse.co.uk are also distributing their international goods through MetaPack. All non UK postcodes are picked up automatically and the relevant paperwork is completed and printed. MetaPack technology also ensures that all addresses are checked prior to despatch. Any incomplete or incorrect addresses are highlighted and not processed; leading to a reduction in losses. In order to ensure they were always in a position to despatch, WatchWarehouse.co.uk decided to integrate another carrier and was very pleased with the simplicity of the process, which now means they can always meet their delivery promises.

“ Since we've joined MetaPack we've seen you grow substantially in that time. We like the fact you deal with companies from 5 to 5,000 people. There are lots of types of software out there, but MetaPack has set the benchmark. MetaPack is creating a buzz within the industry and it's a name I hear a lot. I'm extremely happy with the software but I believe I'm only using a small portion of it and can't wait to see what it else it will have to offer. ”

David Epstein, Head of eCommerce

