

It's got our name on it.
Wickes

Removing paperwork and reducing bottlenecks

MetaPack

“ MetaPack has alleviated a lot of time constraints and has allowed us to use our resources a lot more productively. Being able to access all carriers through one simple easy to use interface has streamlined our despatch completely. The reporting functions have proved extremely helpful to us when monitoring despatch, particularly the weekly despatch report. We've really noticed a massive benefit having MetaPack on board ”

Dean Heatlie –
Operations General
Manager



Wickes opened its first store in 1972, and now has a portfolio of over 190 stores. Wickes stores and website stock a wide selection of home improvement products designed to meet the requirements of all DIYers and tradesmen undertaking DIY projects, general repairs and maintenance. In February 2005 Wickes was acquired by Travis Perkins plc.

The Challenge

The eCommerce despatch process used prior to MetaPack was time consuming and laborious, causing a drain on productivity and resources. Paperwork had to be completed manually, leading to higher a risk of human error, and there was also no way of efficiently storing historical consignment data. The choice of carrier was made manually, based on the type of product being shipped. This often led to a packing bench bottleneck at one or more of the carrier systems, again encroaching on valuable time. Working with designated carrier systems also meant that Wickes were tied to a particular carrier, making it harder to move away if service was poor.

The Solution

After moving to a consolidated warehouse, MetaPack was implemented across the operation. The implementation was smooth, and the warehouse staff found the system very easy to use, noticing a number of benefits immediately. Using an import file from Venda (the eCommerce platform provider), the consignment data is created electronically and automatically populated in the MetaPack system. All paperwork is removed. There is access to all despatch data in one location. There are no more bottlenecks and no delays in despatching the goods. MetaPack and Venda are currently in the process of writing a full integration API which will streamline the data transfer between the two systems even further. Wickes are also taking advantage of some of MetaPack's additional functionality: consumer email updates and consignment cloning, which have both proven to be a significant benefit to them. Different warehouses within Wickes are set up with their own carriers, and they are able to see the manifest building throughout the day. Their carriers can then plan the resources required for the collection.

Ever seeking improvement, Wickes are eager to make full use of other advantages MetaPack can offer them and are currently looking at expanding their delivery options as this will increase their customer base, and reduce shopping cart abandonment. Additional carriers and delivery options are easily incorporated into the system, ensuring that they have a contingency plan should carriers strike or cease trading. Wickes are also planning to move forward with MetaPack's Direct from Supplier and Returns functions. By using MetaPack's Direct from Supplier function, retailers are able to offer their consumers a wider range of stock, without it affecting their stock inventory or capacity. It enables a single point of access to all of the required suppliers providing centralised control and visibility. Status updates can be communicated to the customer or retailer at any step of the process. With MetaPack Returns functionality, Delivery Manager works with existing systems to identify, track and manage returns however they occur, reducing turn-around time and overall costs.