

Automation leads to significant cost savings

MetaPack

“We’ve gone from nothing to a nearly fully automated system, and it has proved invaluable. We’re able to offer our customers an efficient, effective and consistently high level of customer service whilst helping to manage growth. The savings in both cost and time speak for themselves.”

Ian Davidson, IT Director



Established in 1952, Childrensalon is one of the UK’s largest online retailers of children’s fashion

The Challenge

Childrensalon had a manual despatch operation in place using a number of different carriers. All orders were processed through the website, creating manually printed picking lists and invoices. Although systems were automated as far as possible, there was pressure on the staff to select the best carrier and ensure that the correct paperwork had been completed. Customer Services found it time consuming to provide any pro-active tracking information when the goods were in transit.

Struggling with time and resource and without sufficient automation and tracking information, Childrensalon knew they needed to implement an effective despatch procedure.

The Solution

The MetaPack implementation coincided with a move to much larger warehouse. This was the perfect opportunity to start afresh and introduce an automated and efficient delivery management solution to manage the increased growth in sales.

Orders are now downloaded from the website stock management system into MetaPack and with just a few clicks orders are allocated to the correct carrier, automatically creating an order history for each consignment. By automating the decision on carrier allocation, Childrensalon has significantly reduced their carrier costs. Handwriting documentation has been eliminated as MetaPack produces all the necessary labels through one system to one printer, irrelevant of carrier.

Childrensalon has also introduced MetaPack’s tracking functionality, where emails are sent at the point of despatch notifying the customer of the order number and a link to the relevant carrier’s tracking facility. This enables the customer to monitor their own deliveries reducing the level inbound calls. As a result of the tracking emails, Childrensalon have seen their customer service calls fall and are able to focus even more on their customers’ needs. Childrensalon are now able to complete periodic reviews on carrier performance and ensure their service remains at the highest possible level.