

“We are committed to providing our customers with an excellent delivery service and a range of delivery options to make shopping with us easier. In choosing MetaPack we are open to easily add a number of carriers and services without the need of further integration and have chosen ByBox owing to its unique proposition”

Andrew Miles, Supply Chain Manager



With a mission statement that promises to deliver ‘everyday luxury for every body’ it’s easy to see how figleaves.com has secured their position as the ultimate destination for lingerie and underwear. 1.2 million customers visit their site monthly to view over 100 brands which include ranges of lingerie, swimwear, clothing, nightwear and menswear.

## The Challenge

figleaves.com use ‘GLM’ their in-house warehouse management system and have fully integrated two carriers who offer both Next Day and a more economical 3-5 day service. Customer feedback alerted them to the need for a wider range of delivery options with improved online tracking. However, introducing new carriers and services, would mean each would have to be integrated separately into both the WFE (web front end) and their back office system, thus incurring significant costs each time as well as an impingement on time and resources. figleaves.com knew that in order to gain competitive advantage and distinguish themselves in the marketplace, the ability to introduce a greater choice of delivery options at the checkout was essential.

## The Solution

Through the implementation of MetaPack home delivery software, figleaves.com has added a platform of dynamic delivery options to their website, which includes drop boxes operated by ByBox. With a network of secure lockers at designated sites throughout the UK, ByBox offers their customers the freedom to collect their goods at a time and place convenient to them, up to 36 hours after the notification email is sent. The integration between MetaPack and ByBox is the first of its kind and offers a unique delivery solution, providing online retailers with a competitive edge.

MetaPack is working as a ‘black box’, this allows figleaves.com to use the intelligence of the delivery management software behind the screens of their own warehouse management system. They built a simple interface which connects their WFE to MetaPack feeding real-time information through an API. It provides the customer with correct information on what services and ByBox locations are available to them. “In this way, only the services which are truly available are being declared and the customer doesn’t have to sift through delivery information or be told retrospectively that their choice cannot be met” explains Andrew Miles, Supply Chain Manager. Once the order is confirmed the consignment is automatically created in MetaPack. The label image is then pulled back into ‘GLM’ and is placed on the despatch note. Bespoke label formatting allows staff to print a single piece of paper with all the order and delivery details, including a returns label and an internal sort code making the role of the despatch team easier. In the last quarter of 2010, figleaves.com saw a 50% increase month-on-month in the volume of customers opting for the ByBox drop box service, and have received positive feedback from their customers. figleaves.com now has access to all the major carriers operating in the UK through the MetaPack platform without completing any further integrations or incurring any additional costs.