



Tracking through one interface

MetaPack

“ MetaPack has provided affordable access to a professional despatch system. It has speeded up our fulfillment process and has allowed us to have a much more scalable despatch service ”

Rory Wiggin,
Managing Director



Pocket Media was launched in 2003 as an eBay shop specialising in consumer electronics and accessories and are now selling through eBay in Europe, and through their own website, Amazon and Pixmania. In 2008 they rebranded as Audio Out and now dedicate all their stores to selling brand named headphones and speaker systems.

The Challenge

On receiving orders, Pocket Media used an in-house database to manually store the customer's information and produce the label. Once the order was completed, the goods were then processed for despatch through one of four carrier systems. This was cumbersome and inefficient, but the greater challenge was providing customers with tracking information. When customers rang through with a query, they would have to trace the delivery on all four despatch systems before being able to update the customer accordingly. This was having an impact on both time and resources.

The Solution

Pocket Media are using ChannelAdvisor, who are leading eCommerce platform providers. The ChannelAdvisor platform allows Pocket Media to sell on multiple market places using only one inventory. MetaPack is fully integrated with ChannelAdvisor's Merchant Advisor Premium (MAP) software and is providing a delivery management solution to many of their customers. Using the 'Middleware' program which links both systems, Pocket Media are now able to seamlessly send information between the two systems with little manual intervention. Order details from all channels are now processed through one system; there is no longer any need for multiple carrier despatch systems as all it is all managed through MetaPack's simple and easy to use interface.

MetaPack has allowed Pocket Media to provide a more proactive customer service as they are now able to locate all tracking information from one system, saving both time and resources. All carrier tracking statuses are available through one screen and in a common format. Reports identify problem areas such as address query, lost or damaged. MetaPack also sends out emails to help the customer track their delivery and to keep the customer up to date on the delivery's progress. This is all contributes to an efficient customer care process and increased customer loyalty.