

# TRAKPAK CASE STUDY: THE HUT GROUP

The Hut Group is an on-line retailer and brand owner, selling high repeat purchase goods direct to consumers across the sports nutrition; health and beauty; entertainment; gifting; clothing and accessories markets. The company launched its first website in 2004 and now operates 15 individually branded websites across product categories.

Since 2013, The Hut Group has partnered with international delivery solutions provider, P2P eSolutions. The Hut Group is now using P2P eSolution's innovative delivery solution, TRAKPAK.

The outcome of a joint venture with Bpost, TRAKPAK is a cost efficient delivery option for the despatch of small packets and parcels to consumers across the globe. Previously, retailers selling items via a standard delivery service had limited trackable options. Often, a choice had to be made between relying on international packet post with little or no tracking, or premium express parcel services which offer tracking but added significantly to delivery costs.

Beth Chapman, Sales Director at P2P eSolutions comments: "TRAKPAK provides full end to end visibility with delivery confirmation at the point of hand-over to the consumer without the inflated delivery charge. The service gives retailers direct access to the very best B2C delivery networks for each destination, ensuring total coverage, a choice of delivery options and maximum convenience for the consumer."

Rob Millington, Head of Couriers and Loss Prevention at The Hut Group explains: "The Hut Group selected the TRAKPAK service from P2P eSolutions because as a third party delivery option it provided us a means of driving cost efficiency in an increasingly complex postal market. Since switching from our previous supplier customer contacts into Customer Services are down by 35%.

"We believe local delivery carriers will have advanced knowledge of the respective markets we operate in. As part of the TRAKPAK service, P2P eSolution's network of local carriers in respective markets opened doors for us.

"The advent of social media means consumers have a broader platform to voice their dissatisfaction should delivery services not meet required standards. When this happens, the reputation of the retailer is very much at stake, so it is integral in this competitive market place to get your delivery methods right. We use P2P eSolutions for all our International mail and International tracked parcels. I also really like that they are continually evolving and bringing new solutions to benefit our customers and keep us ahead of our competition. It's all about personalising the delivery experience which TRAKPAK does.

## **P2P Group exceeds 8 million annual parcel milestone**

23<sup>rd</sup> September 2014: P2P Group, the mailing and distribution solutions provider, has reached a milestone goal of distributing 8 million parcels a year.

Since the company's launch in 2009, P2P has expanded its delivery network to cover every country across the globe, including Russia, Brazil and China. P2P uses years of industry expertise to develop impartial, innovative and dynamic distribution solutions for online retailers, and boasts a range of high profile clients including Boden, Wiggle, The Hut Group and Disney, to name a few.

This latest achievement follows sustained company growth. In the past two years two subdivisions of the company have been launched: P2P e-Logistics in 2012 and P2P eSolutions in June 2013. At the end of 2013 the company moved to its state-of-the-art, 65,000 sq ft warehouse in Basildon, to provide space for further expansion.

This success has been aided in particular by P2P's flagship product TRAKPAK. The first global, tracked delivery solution designed specifically to support e-commerce, TRAKPAK is:

- A B2C centric parcel service partnering with best in class final mile delivery providers
- An affordable, trackable delivery solution; priced between standard mail and express courier services
- A premium delivery option which offers online tracking and consumer communication including delivery confirmation
- A web-based service which can be integrated into the e-tailers online site as well as existing customer service software
- Available on multiple platforms including Metapack and DAI. Customers can either integrate TRAKPAK directly or gain access through a bulk upload or booking wizard
- Complemented by ReBOUND, which provides the same service for returns and is compatible with the same platforms

Paul Galpin, Managing Director, P2P Group said "We are proud to be able to say that we can deliver to any country in the world, and that 8 million parcels weighing 6 million kilos are processed by P2P, numbers that are growing each year. We also have some of the best delivery times in the industry; delivering throughout Russia in seven days, and China in six, on average.

"The company continues to go from strength to strength. Through the development of new solutions like TRAKPAK we are revolutionising global delivery."

## P2P Group exceeds delivery targets

23<sup>rd</sup> September 2014: P2P Group, the mailing and distribution solutions provider, has announced highly competitive delivery times to key destinations.

As part of its TRAKPAK service, the company now completes deliveries to Russia in 7.4 days, to China in 6.3 days, to Spain in 3.1 days, and to Italy in 3 days, on average.

TRAKPAK, P2P's flagship product, is the first global, tracked delivery solution designed specifically to support e-commerce. Priced between standard mail and express courier services, it offers online retailers an affordable delivery solution that is fully tracked with delivery confirmation. The service can be integrated into retailers' existing websites and customer service software, and is available on multiple platforms including Metapack and DAI.

TRAKPAK is complemented by ReBOUND – a solution which provides the same service for returns. P2P delivers to every country across the world, and recently reached a milestone goal of distributing 8 million parcels a year.

The company uses years of industry expertise to develop impartial, innovative and dynamic distribution solutions for online retailers. P2P's clients, including Boden, Wiggle, The Hut Group and Disney, and their customers, are already enjoying the impact of these competitive delivery times.

Beth Chapman, Sales Director, P2P eSolutions said "Delivery is a key component in the online shopping experience. Research shows that only 23% of customers are willing to wait eight days or more for most of their purchases,<sup>1</sup> so it's critical for retailers to be able to offer rapid and accurate delivery options. By continuing to innovate and enhance our service level we are helping our clients to meet their customers' expectations, increase loyalty and, ultimately, expand their customer base.

"We now offer some of the most competitive international delivery times, cementing our reputation as a significant player in the mailing and distribution industry."

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