



About Childrensalon

- Established in 1952
- Children's fashion retailer
- Based in Tunbridge Wells, Kent

www.childrensalon.com

Goals

- Maximise efficiency in time and resource
- Streamline tracking procedures
- Minimise manual activities
- Obtain better insights into order tracking

Approach

- Moved to larger warehouse and implemented MetaPack solution
- Automated process of courier selection
- Introduced digital tracking functionality
- Began sending tracking emails to customers

Results

- Reduction in carrier costs
- Fall in inbound customer service calls
- Elimination of handwritten documentation, leading to fewer errors and greater efficiency

Automation through MetaPack leads to significant cost savings

Established in 1952, Childrensalon has evolved over time to become one of the UK's largest online retailers of children's fashion. The site offers over 270 brands across luxury clothing, special occasion outfits, accessories, toys, gifts, bags and more.

The challenge Growing pains

Childrensalon was running a manual despatch operation that used number of different carriers. In order to process orders through the website, picking lists and invoices had to be printed manually. Although systems were automated as far as possible, there was pressure on staff to select the best carrier and to ensure that all necessary paperwork had been completed correctly. Once the goods were in transit, obtaining tracking information was a time-consuming task that placed an additional burden on customer service personnel.

This inefficient use of time and resource combined with the lack of sufficient tracking information led Childrensalon to pursue a more effective automated despatch procedure that would enable the company to maintain exceptional levels of service to customers.

The solution Getting ahead of the game

Childrensalon chose to implement MetaPack as a way to tackle these challenges at the same time that it moved to a much larger warehouse, providing the ideal opportunity to start fresh with an automated delivery management solution capable of efficiently handling the company's growing sales.

Now orders are downloaded from the website stock management system into MetaPack, and with just a few clicks each order is allocated to the correct carrier, automatically creating an order history for each consignment. Childrensalon has also introduced MetaPack's tracking functionality, so that emails are sent at the point of despatch to notify the customer of the order number, complete with a link to the relevant carrier's tracking facility.

"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, Childrensalon

Products and services

- Delivery Manager
- Automation
- Tracking
- Customer Care

About MetaPack

Founded in 1999, MetaPack is based in London and Hamburg, with partners based all over the world. Our mission is to make eCommerce delivery more cost effective, convenient and enjoyable, wherever an order is made, wherever stock is held and wherever the delivery is required. The MetaPack platform provides the appropriate range of delivery options, identifies the most suitable carrier service for each deliver and provides visibility and control: these strengthen customer service, consumer loyalty and longer term carrier relationships. Supply chain processes are made more efficient, multi-channel and cross border solutions are more tenable. The MetaPack platform supports a more efficient market and furthers the growth of eCommerce.

The results

A perfect fit

By automating decisions on carrier allocation, Childrensalon has significantly cut its carrier costs. And because MetaPack produces all necessary labels through one system to one printer regardless of carrier, handwritten documentation has been eliminated. This means errors are reduced and efficiency has dramatically increased. Childrensalon now completes periodic reviews on carrier performance to ensure service remains at the highest possible level.

Meanwhile, MetaPack's tracking functionality enables each customer to monitor his or her own delivery, which in turn has minimised the level of inbound calls to Childrensalon. Since introducing automated tracking emails, Childrensalon has seen customer service calls fall – which means resource can be spent on other valuable activities to drive the business forward.

