

SAVING TIME AND MONEY WHILE EXPANDING CUSTOMERS' DELIVERY CHOICE

Festive Lights adopts MetaPack to automate carrier allocation and increase efficiency in the warehouse



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Richard Butterfield, Shipping Manager, Festive Lights

Scaling up, shipping out

Festive Lights Ltd specialises in lights for the house and garden as well as Christmas lights and decorations. The company opened as a bricks-and-mortar shop in Lancashire in 1999 and launched its website in 2004. “Our mission was to make buying lights online as easy as possible, whilst still offering the type of expert guidance that we had become known for at our store,” explains Festive Lights’ shipping manager Richard Butterfield.

Festive Lights wanted to automate its business operation as online sales grew. With this goal in mind, it employed a company to deal with its warehouse management system and a team of web developers to improve eCommerce functionality. “Using these systems in conjunction streamlined the order process, but highlighted a need to focus on the despatch area,” Richard reveals.



Notable **time and money savings**



Improved customer satisfaction and retention



Increased range of delivery options available to customers

At that time, Festive Lights had a manual despatch operation in place, but the company was finding it difficult to process orders in a timely and efficient manner. Orders were manually printed off in batches, with address details typed into each carrier management system. Every address label was then printed individually. These methods created the opportunity for human error and took a toll on time and resources. “So much so that it affected the number of parcels that could be despatched on a nightly basis,” Richard says.

When the time came to divide parcels according to courier, the staff had to rely on assumption. “This process was both confusing and time consuming, and would incur additional costs if the parcels were sent with the wrong carrier,” Richard says. “With business growing at an impressive rate, we realised we would need to source a scalable delivery management solution.”

Introducing bright ideas

To solve these issues, Festive Lights adopted MetaPack’s powerful technology, which instantly allocates orders to the most appropriate courier and creates labels and tracking records in an instant. The automated system reduces human error in the warehouse, which in turn reduces costs.

Another key feature is the ability to easily offer a wider range of delivery options to the customer, ranging from pre-10am services to international shipping. Because these are fully integrated into the MetaPack system, Festive Lights is able to offer more choice to users without any additional burden on its own resources.

A time to shine

According to Richard, there have been notable time and money savings since Festive Lights started using MetaPack – but the benefits don’t end there. By improving and expanding its service offering, the company is also making gains in customer retention. “Getting delivery right is key to any eCommerce website; when done incorrectly or in the wrong manner it is a big deterrent for customers. On the other hand, if you succeed in your delivery promise, then it will encourage the customer to buy from you again with confidence.”

So does the future look bright? “The key benefits to Festive Lights are the automation of the process and also the wide range of delivery options we can offer customers knowing that they will integrate within our system,” Richard affirms. “In the future I can see MetaPack helping us to integrate a returns process and also to help strengthen and increase the number of delivery options that we can offer worldwide.”

● ABOUT FESTIVE LIGHTS

- Established in 1999
- Retailer of indoor and outdoor lighting
- Headquarters in Lancashire, UK
- www.festive-lights.com

● CHALLENGES

- Process orders in a timely and efficient manner
- Increase number of orders that can be handled daily
- Reduce opportunity for human error

● RESULTS

- Established automated despatch procedure to handle courier allocation, labelling and order tracking
- Increased range of delivery options available to users
- Notable time and money savings
- Improved customer satisfaction and retention

● PRODUCTS AND SERVICES

- MetaPack Manager