MetaPack

SERIOUS COMPETITIVE ADVANTAGE THROUGH A DELIVERY LOCKER SOLUTION

figleaves.com enhances the customer delivery experience with the help of MetaPack eCommerce delivery technology

> "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."
>
> **Supply Chain Manager, figleaves.com**

figleaves.com

More choice, less admin

With a mission of delivering "everyday luxury for every body", figleaves.com offers the 1.2 million customers who visit its site each month a great range of products across lingerie, swimwear, clothing, nightwear and menswear from over 200 brands.

The figleaves.com in-house warehouse management system was fully integrated with two carriers, both of which offered next-day service as well as a more economical three- to five-day delivery option. Customer feedback revealed however that users wanted a wider range of delivery options, as well as improved online tracking.

Introducing extra services would mean that each new carrier would need to be integrated separately into both the figleaves.com front end and the company's back office system, which would incur significant costs and

1.2 million monthly website visitors

Achieved **dramatic uptake** of locker service

Improved user experience

have an impact on time and resource. In order to gain competitive advantage and distinguish itself in the marketplace, figleaves.com's goal was to find a way to introduce a greater choice of delivery options with minimal administrative burden.

Suit yourself

By implementing MetaPack's home delivery software, figleaves.com was able to easily add a platform of dynamic delivery options to the website. But that's not all – the company also took advantage of a unique delivery solution created through the integration of MetaPack with ByBox, a drop box solution that gives online retailers a real competitive advantage. ByBox maintains a network of secure lockers at designated sites throughout the UK, so customers enjoy the freedom of collecting goods at a time and place convenient to them, up to 36 hours after they receive a notification email.

Now figleaves.com uses MetaPack as a "black box", harnessing the intelligence of the delivery management software behind the screens of its own warehouse management system. A simple interface connects the figleaves.com front end to MetaPack, feeding real-time information through an API so that the customer instantly obtains correct information on what services and ByBox locations are available.

Once an order is confirmed, the consignment is automatically created in MetaPack. The label image is then pulled back into the figleaves.com in-house warehouse management system and placed on the despatch note. Bespoke label formatting allows staff to print a single piece of paper containing all order and delivery details, including a returns label and an internal sort code.

On the up and up

Thanks to the MetaPack platform, figleaves.com now has access to all the major carriers operating in the UK without the need for further integrations at additional cost, while the role of the despatch team is much easier than ever before.

Because users receive real-time information on delivery options, customer experience has improved too. "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," says Andrew Miles, figleaves.com's supply chain manager.

● ABOUT FIGLEAVES.COM

- Luxury lingerie and clothing retailer
- Established 1988
- Head office in Hertfordshire, UK
- www.figleaves.com

● CHALLENGES

- Improve customer satisfaction
- Expand range of delivery options
- Provide better tracking information
- Minimise administrative burden in making these changes

● RESULTS

- Improved user experience
- Dramatic uptake of drop box offering
- Greater efficiency within despatch team
- Integrated MetaPack with in-house warehouse management system
- Connected site front end to MetaPack API to produce real-time order information
- Introduced ByBox drop box locker service

● PRODUCT AND SERVICES

- MetaPack Manager
- Black Box
- Locker Services
- Customer Communication