

# DRIVING CUSTOMER RETENTION THROUGH IMPROVED LOGISTICS

Gorgeous Shop partners with MetaPack to develop a more streamlined approach to customer focused delivery



gorgeous shop

“MetaPack has become a key component in the evolution of the business, allowing full visibility of our parcel movements and giving us the ability to measure courier performance.”

Mark Gray, Co-founder and Director, Gorgeous Shop

## Behind-the-scenes makeover

Gorgeous Shop offers a huge selection of professional hair care, skincare and cosmetics, stocking more than 8,000 products supplied directly from over 100 brands including bareMinerals, Clarins, Decléor, Elemis, Kérastase, L'Oréal and Redken.

Best-in-class technology has been key to the rapid growth of this small, privately owned business that now boasts sales in excess of £8m, and efficient logistics have played a major part in the Gorgeous Shop success story. In the early days, Gorgeous Shop relied on a process of manual address data entry, which required order information to be imported into bespoke systems that varied from one courier to another. Manual procedures led to picking errors, addressing errors and manifesting issues. Seeking to minimise these inefficiencies and free up resource that would be better spent on sales and marketing efforts, Gorgeous Shop turned to MetaPack in 2009 to develop a more streamlined approach.



Sales in excess of **£8 million**



**Repeat business** now at 60%



Achieving **greater efficiency** at point of dispatch

Rather than continuing to operate its own small pick pack warehouse in Hertfordshire, the company transitioned to an outsourced 3PL model. Gorgeous Shop integrated both its WMS platform Orderwise and MetaPack with its 3PL partner, Promotional Handling Ltd.

## Sitting pretty with new capabilities

Buyers use Gorgeous Shop to replenish supplies of their favourite products, so it's vital that the company provide consistent, reliable and cost effective delivery options to retain customer loyalty. Thanks to its full integration with a range of delivery partners, the MetaPack system makes this easy.

Gorgeous Shop aims to provide both its domestic and international customers a local delivery solution, and MetaPack's technology achieves courier selection in an instant. MetaPack's parcel labelling is set according predetermined allocation rules, which means that the right delivery method for each order is selected automatically. This gives Gorgeous Shop control and flexibility while providing customers the best choice, value and quality of service.

MetaPack then enables Gorgeous Shop to control the despatch process by giving personnel across the commercial, warehouse and customer service departments exactly the tools they need to run an effective operation. Thanks to this level of enterprise-wide transparency, Gorgeous Shop now enjoys greater efficiency at the point of despatch as well as a significant reduction in errors.

Using the MetaPack system, Gorgeous Shop can also consolidate and configure bespoke allocation rules for each territory and push these through to the warehouse at any time, and can even remotely tailor courier options to adapt to promotions, product introductions or trials of new delivery partners.

## Facing forward as business grows

As customer retention is essential to the success of any eCommerce business, getting delivery right really matters. "Offering reliable delivery options at a fair price builds customer confidence and trust in our own brand and contributes to the high level of repeat business that we see," explains Gorgeous Shop's co-founder and director Mark Gray. "MetaPack is a great partner to our operation and has contributed significantly to our success." Today, the company reports that an impressive 60% of customers return to the website after making an initial purchase, so the approach is clearly working.

### ● ABOUT GORGEOUS SHOP

- Luxury haircare and beauty retailer
- Launched in 2007
- Based in Hertfordshire, UK  
[www.gorgeousshop.co.uk](http://www.gorgeousshop.co.uk)

### ● CHALLENGES

- Minimise despatch errors
- Liberate resource for sales and marketing efforts
- Drive customer retention and loyalty

### ● RESULTS

- Greater efficiency at point of despatch
- Significant reduction in errors
- Ability to tailor rules by territory, product and more
- Repeat business now at 60%
- Moved from small pick pack warehouse to a 3PL solution
- Adopted MetaPack system to facilitate courier selection

### ● PRODUCT AND SERVICES

- MetaPack Manager
- Carrier Allocation
- Outsourced Fulfilment
- Automation

MOROCCANOIL

CLARINS  
PARIS

CLINIQUE

VICHY  
LABORATOIRES

L'ORÉAL  
PARIS

AVEDA

Dior

L'OCCITANE



The outlook looks bright too, with plans to build on the successful formula as the company expands further. “In the future MetaPack will help us streamline the complex international despatch challenges that the business will face.” According to Mark, a focus on refining delivery logistics provides a real advantage over the competition. “I would advise any eCommerce business to constantly keep on top of the evolving logistics and operational opportunities available. This gives you a commercial edge! We are always working with MetaPack and associated couriers to look for the best solutions for our customers and as we expand internationally, this collaboration becomes even more beneficial.”