

BRANDS4FRIENDS USES METAPACK TO GEAR UP FOR INTERNATIONAL COMPETITION

Germany's first and largest shopping club for fashion and lifestyle uses MetaPack solutions to ensure transparent delivery processes



brands4friends

“ MetaPack delivery management software has helped us to improve the transparency of our delivery processes and, more importantly, optimise them. This key milestone in our success story also forms the basis for further expansion. ”

Timo Kirschner, Head of Operational Excellence & Logistics, brands4friends

Everyday fashion

brands4friends.de is Germany's first and largest shopping club for fashion & lifestyle products, with currently over 7 million registered club members. In exclusive sales campaigns, brands4friends offers not only products from popular fashion and lifestyle brands, but also collections from selected newcomer labels. Members can look forward to a selection of articles from over 1,500 manufacturers that is updated twice each day. In addition to current collections from over-stocks as well as off-season goods, brands4friends regularly offers special collections and products from exclusive partnerships in its portfolio. brands4friends.de has been online since September 2007 and employs roughly 230 members of staff at its location in Berlin. Managing director is Gülfem Toygar. The business is operated by Private Sale GmbH and has received numerous distinctions as both a company and employer. brands4friends is a subsidiary of eBay (NASDAQ: EBAY).



More than **7 million** members



International shipping options



Shipping of **several thousand** parcels a day

Transparency in the supply chain

Brands4Friends opted to implement MetaPack Manager combined with MetaPack Options. The solution's work interface provides an overview of all processes concerning shipping. The software checks the capacity of all shipping partners and offers the opportunity to select the best shipping option available for each order. It also keeps track of the performance of the shipping partners assigned and compiles analysis based on pre-defined performance indicators. brands4friends can in turn feed this data into the company network, where it can then be made available and used for further business analysis.

This newly acquired transparency in the supply chain has a major impact on the level of service at brands4friends. Thanks to the system's standardised user interface, employees in customer care can track the status of all sent packages in real time. Responses to incoming queries from customers about the delivery status of their order are therefore quicker and more detailed. This not only enhances the customer's experience and increases loyalty to the retailer, but it also improves the level of motivation and satisfaction of customer service employees.

Satisfied retailers and customers

"Our decision to go with MetaPack is already delivering significant benefits in a short space of time, even though we are not using all the functionality that the solution has to offer", summarises Timo Kirschner, Head of Operational Excellence & Logistics at brands4friends. "The analytics component for monitoring the performance of our shipping providers is particularly helpful to us. We are now able to track the complete route of every individual parcel and factor in reports, customer-specific requirements and alerts. This enables us to guarantee the best possible shopping experience for our customers. Given our plans for the potential expansion of business operations on an international level, performance analytics becomes once again highly valuable. With MetaPack Manager, we're confident that we're using a solution that will continuously adapt to the growth of our company. We also expect the tool to help make our range of shipping providers more dynamic, while ensuring our customers an even better delivery experience – this of course also applies to prospective customers outside of Germany and Austria."

● THE CHALLENGE

- Optimise shipping to aid international expansion
- Increase transparency in the supply chain
- Monitor shipping companies
- Improve the shipping experience for customers

● THE RESULTS

- Transparency in the supply chain
- Better overview of carrier performance
- Significant time savings within the shipping process
- Faster processing of customer queries regarding parcel status

● PRODUCTS

- MetaPack Manager
- MetaPack Options

● ABOUT BRANDS4FRIENDS

- Founded in 2007
- Germany's first and largest shopping club for fashion and lifestyle
- Subsidiary of eBay (since 2010)
- 7 million members
- Headquarters in Berlin
- www.brands4friends.de

Shipping management made easy

Like most online retailers, brands4friends also works with a number of shipping providers, including DHL, DHL Express, Hermes and PostAT. To speed up the shipping process, each provider has its own shipping module, which can be integrated into the client's shop environment. As a result, brands4friends uses seven shipping modules from various providers, but, given the fact that several thousand parcels are transferred for shipping every day, the amount of time involved in using and maintaining several different shipping modules became disproportionately high for the logistics department. By implementing MetaPack Manager, the shipping process was made much simpler: all the shipping modules and their associated processes are now controlled via a single user interface – from the regulation of shipping volumes to the type of shipping, right through to the printout of the correct shipping label.

“In light of ever-stronger competition, optimising our shipping processes was essential in laying the foundations for potential international expansion,” explains Mr Kirschner. “It is vital that we incorporate several providers in our shipping strategy. The MetaPack solution facilitates the efficient implementation of a multi-carrier strategy, allows us to create a more dynamic range of suitable shipping companies, and in doing so, supports the growth of our company.”

