

The Complete Retail Solution for the Growing Multi Brand Retailer

Kingstown Associates at a glance

- 1 million parcels a year
- 10,000 products
- 75,000 catalogues a week
- 2.1 million customer database
- 40% telephone orders
- 50 call centre staff
- 250,000 sqft warehouse

It has also seen dramatic growth in its eBay & Amazon Marketplaces, which now account for £500,000 in extra revenue since they were launched last year.

Transforming a traditional mail order business for the over 60's into a full multi-channel retail business, has seen specialist retailer, Kingstown Associates deliver organic growth of 29% in just two years.

Sending a million parcels a year and up to 75,000 catalogues out to customers every week, the business has replaced numerous legacy systems, that didn't talk to each other, with the modular Elucid multi-channel retail system from Sanderson.

Challenges

- Legacy systems that did not talk to each other
- Lost orders through batched card payments
- Duplicate order entry for online marketplace sales
- Complex web store orders
- Improving parcel and catalogue delivery

Sanderson Solution

- Elucid multi-channel retail system
- Multi brand ecommerce sites
- Call centre order entry
- EPoS
- Amazon/eBay integration
- Warehouse management and fulfilment

Explaining why it opted for the Sanderson system, Paul Chambers, Kingstown Associates Operations Director, said: "We had basically outgrown our existing systems, so recognised that we needed to invest in a multi-channel retail solution that could improve the efficiency of our overall operations and support our ambitious growth plans".

Benefits

- Organic business growth of 29%
- Doubled online sales in 12 months
- Improved customer service levels and profitability
- Faster order to dispatch times and increased same day dispatched orders
- Increased order accuracy and improved delivery options
- Additional £500k revenue via eBay & Amazon
- Clearer single view of operations through integrated dashboards 'single version of the truth'
- Better delivery through advanced postcode integration
- Returns management times reduced by up to 50%
- Introduction of industry best practice via comprehensive BPA
- Integrated sales order processing across all sales channels
- Faster response to sales trends

“ Our sales are up, we have streamlined our operations, reduced costs and dramatically improved our ecommerce offering. ”



“Put simply, we wanted to be able to see exactly what was going on in our business at any point in time, so we could make informed commercial decisions that would improve our levels of service and profitability. So following an analysis of the systems on the market, we opted for the Elucid multi-channel retail solution from Sanderson. ”

Business Process Analysis key to successful implementation

The implementation of the Elucid system followed a detailed business process analysis (BPA), which involved Sanderson consultants working together with the Kingstown team to analyse every part of its operations.

By mapping out the processes and understanding how the modules could be used to introduce industry best practice, the Kingstown team was able to streamline business operations and introduce other positive changes to the business.

The BPA process was undertaken before Kingstown signed the contract, ensuring it had the right integrated solution for a single day switch over to the new system.

Integrating the sales order process

A key benefit of the Sanderson multi-channel retail system has been the integration of the sales order process across Kingstown's multiple channels of eight branded websites, Amazon & eBay Marketplaces, telesales, postal orders and its factory outlet store.

Paul added: **“The automation, integration and data the system gives us has led to a significant increase in operational efficiency, without the need to increase staff levels. For example, we can now spot ordering trends much quicker, matching them with stock levels, that in-turn influence our product purchasing decisions.”**

Faster order processing and zero lost orders

With 40% of orders taken by its team of 50 telesales staff, the implementation of a faster, more accurate Sage Pay payment process, has completely eliminated lost telephone orders, increasing the overall volume of sales.

It also removed the time spent trying to re-contact customers whose card details were declined in the previous batch card payment process, which led to lost sales.

The digital backbone of the connected retailer
connecting every part of your business to your customers



As a business, we are currently responsible for the sale of over 10,000 products, through eight different brand channels. So we needed an integrated system that could give us a 'single version of the truth' in a dashboard format, that we could view at the touch of a button.



New ecommerce sites double online sales

The launch of seven new ecommerce sites for Kingstown brands on the integrated Elucid ecommerce platform, with improved functionality, has increased Kingstown's online revenues by 100% within 12 months.

It has also seen dramatic growth in its eBay & Amazon Marketplaces, which now account for £500,000 in extra revenue since they were launched last year. By automatically downloading its marketplace sales through Elucid, the business has also eliminated the need for duplicate order entry, helping it to maximise the fulfilment of same day dispatched orders.

Commenting on its online sales strategy, Paul added "When we set out the objectives for a new system a key goal was to drive ecommerce growth year on year. By investing in online marketing and increasing visits to our ecommerce sites through our catalogue advertising, we anticipate online orders continuing to grow rapidly".



By integrating our delivery and returns process we have improved our overall customer service and experience. We are now able to offer increased delivery options and the time it takes to deal with returns has been reduced by at least 50%.



Improvements from first point of contact, to delivery and returns

With the business sending over a million parcels a year and up to 75,000 catalogues a week, a detailed review of mailing operations and returns management formed a critical part of the BPA process.

The implementation of the Sanderson multi-channel retail system has provided Kingstown with the flexibility to update its warehouse operational processes. **These key improvements have resulted in quicker, more accurate deliveries and a simpler returns assessment, refund and re-stocking process.**

Commenting on the changes, Paul said: "By integrating our delivery and returns process, we have improved our overall customer service and experience. Our delivery partner now also has all the information they need to plan delivery routes more efficiently, speeding up the order to delivery process. In practical terms we are now able to offer increased delivery options and the time it takes to deal with returns has been reduced by at least 50%."

"By integrating warehouse stock received with order taking, picking and dispatch, we have also eliminated paper-based systems and are currently considering moving to voice order picking."

In terms of warehouse management, Kingstown now has greater visibility of the combined sales from its ecommerce, telesales, mail order and EPoS channels via Elucid, so it knows which products to place towards the front of its warehouse. This has led to a complete transformation of the way it utilises its 250,000 sqft of space, reducing order picking times, whilst increasing stock rotation.

Business information at the touch of a button

Without question the Sanderson multi-channel retail system has transformed the way the Kingstown business operates. With its 'single version of the truth', delivered through intuitive dashboards, at any one moment, staff can access accurate, business critical information that helps them deliver a better and consistent customer experience.

Staff can also produce reports to analyse trends and better understand order patterns, improving the overall buying process and stock management.

A phased approach to growth

Paul concluded: "Having gone through the BPA and implementation process with Sanderson, we have made a positive start to the transformation of our business. Our sales are up, we have streamlined our operations, reduced costs and dramatically improved our ecommerce offering".

"We now have a robust platform for growth, achieved with minimal additional headcount and we are focused on the next phase of our multi-channel journey with Sanderson".

“ The automation, integration and data the system gives us has led to a significant increase in operational efficiency, without the need to increase staff levels. ”



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