

# Case Study



## Net Lynk Group Services Provided

Warehousing, order fulfilment, distribution and order tracking.

### PREZZYBOX HAS ORDER FULFILMENT ALL WRAPPED UP WITH NET LYNK

For an online gift-buying company, Prezzybox, delivering excellent customer service is key to its continued business success – and that means delivering goods on time and in perfect condition, every day of the year.

For the past three years, the company has relied on Net Lynk to provide a complete fulfilment solution, helping the company to maintain a loyal customer base amidst strong competition. In more recent years, this has led to the company winning numerous 'Wow' Awards, designed to recognise those companies that deliver outstanding customer service.

### Starting Out

When Zak Edwards founded Prezzybox in 2000, his original plan was for his suppliers to deliver goods direct to the customers, meaning that the company would not have to house any of its own stock. While on paper this seemed an ideal solution for a small company with limited warehousing space, in practice it soon became apparent that service levels were inconsistent.

Suppliers were offering different order turnaround times and delivery schedules and in addition, delivery costs were rising, especially when a customer purchased goods from a number of different sources.

**Customer:** Prezzybox

**Location:** Leicester

**Business:** Complete online gift-buying solution

### Key Benefits:

- Ensures highest customer service levels are maintained – around the clock
- Overcomes issue of stocking several hundred product lines safely and securely in-house
- Handles high volume of orders – up to 2,000 packages a day during peak periods
- Customer can track order progress 24/7 – via Prezzybox website
- Fast turnaround of customer orders – usually within 24 hours

In a move to offer an improved and more efficient service to its customers, the company chose to stock and ship all of its stock lines internally, allowing it greater control over the progress of each order. Customers were clearly impressed with the new service and order volumes grew daily, especially during the company's peak Christmas season when Prezzybox was experiencing a 15 times higher sales throughput than at other times of the year.

## Building on Success

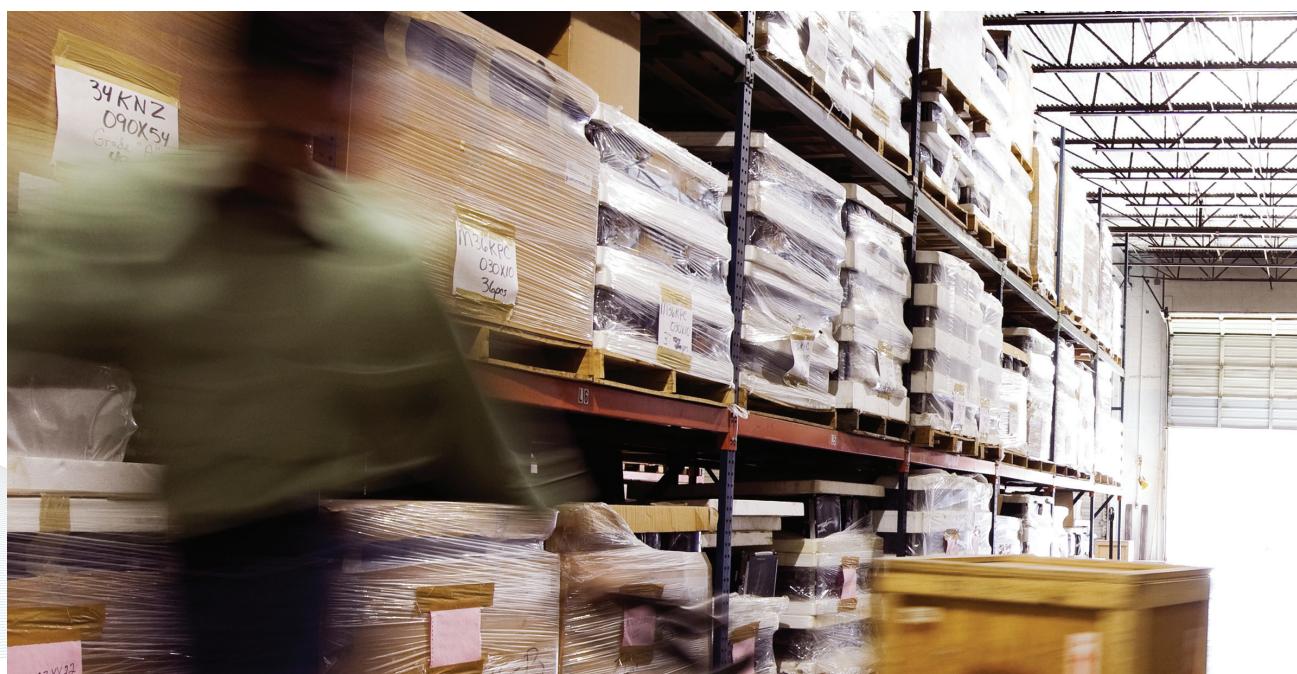
With such unprecedented success, the company needed to reassess its operation once more and, rather than moving to larger premises to accommodate more stock, Prezzybox decided to outsource its complete distribution service to a fulfilment house.

After assessing six suppliers, the company chose Net Lynk, impressed with its excellent customer service record and simple pricing structure that enabled Prezzybox to tailor a complete order fulfilment solution that would meet its own performance criteria.

## Daily Operations

Net Lynk is now holding all of Prezzybox's 400 stock lines, safely and securely in its purpose-built warehouses and handling more than 2,000 customer orders for the company every day in busy periods! These are dispatched throughout the UK either via courier, Royal Mail or by using Express Delivery for the most urgent deliveries.

All items are dispatched in branded packaging, which Net Lynk helped design and produce, and includes tamper proof seals to prevent delicate electrical items from damage and to reduce the number of thefts. As Zak Edwards explains, *"Using our own unique, branded packaging has helped to improve our customer appeal. When someone receives one of our parcels, it looks professional and the goods inside are in perfect condition. In turn, the customer is confident that they are dealing with a professional company that is committed to providing the best levels of service and are encouraged to come back to our online store the next time they need to choose a gift."*



Orders from the Prezzybox website are received by the company's internal processing team and fed directly into the Net Lynk system every hour. Prezzybox also has full, 24 hour visibility of its stock levels in the Net Lynk Direct warehouse, meaning that when an item is already in stock, the order can be processed automatically.

In addition, order tracking is seamless. Net Lynk sends an email to the customer when the order has been received, with a reference number that he/she can use to track the progress of the order via the Prezzybox website.

Zak concludes, "We are in the business of meeting our customers' expectations, day in, day out, so delivering exceptional service is integral to our business. In the highly-competitive online shopping market, it only takes one small mistake, like an item arriving late, or damaged for us to lose a valuable customer."

*"That's why having a reliable partner, like Net Lynk is so important to us. Whilst we concentrate on doing what we do best; sourcing the latest products on the market and improving our customers' shopping experience, we can leave our stock in Net Lynk's safe hands and be confident that our orders will be delivered on time, in perfect condition and without any hassle."*

Simon Watkins, sales director concludes, "We have a great rapport with the Prezzybox team and liaise closely to ensure that order fulfilment is seamless and that the customer is totally happy with the service he/she receives. We have been proud to partner Prezzybox and to assist its rapid growth in a very competitive market and look forward to many more successful years of working together."

