

# JOHN LEWIS CREATES A SEAMLESS EXPERIENCE ACROSS BRICKS AND CLICKS

A strategic approach to delivery improves customer experience while minimising operating costs



## John Lewis

“ We don’t just seek to gain new customers, but to serve existing customers in better and more integrated ways. Improved delivery options which are more convenient for the customer are a big part of that, and MetaPack is a big part of helping us achieve this. ”

Dino Rocos, Operations Director, John Lewis Partnership

### Keeping up with demand for convenience

Since its first opening in Oxford Street in 1864, John Lewis has grown to include 41 shops throughout the UK as well as a strong online offering. As one of the country’s largest omnichannel retailers, it covers three core businesses: grocery retailing, department stores and financial service protection products.

The company’s goal is to seamlessly link online shopping with the traditional shop experience, while still providing exceptional service to customers. “When customers shop across channels with us they spend more, not just in total but actually on the individual channels,” explains Charlie Mayfield, chairman of John Lewis Partnership. “It’s all about the closeness of the relationship that you can establish as a brand with your customer; what technology does is provide a richer and more varied channel offering to establish and then develop that relationship.”



Includes **46 John Lewis shops** and **346 Waitrose supermarkets**



**Free Click and Collect** on over **200,000** products



Click and Collect represents **over 40%** of online delivery activity

## Simplifying the customer journey

In 2008 John Lewis pioneered its first click and collect service through MetaPack, enabling shoppers to choose from over 200,000 products on johnlewis.com for free delivery to local John Lewis or Waitrose shops. John Lewis uses its own fleet to make deliveries, so MetaPack integrated the John Lewis fleet into the mix of delivery carriers managed by the system.

When the customer places an order online, it is processed and the items are picked from the warehouse. MetaPack then automatically determines whether the order should go via John Lewis' own fleet or an alternative third-party carrier. As the fleet only track loads as a whole, MetaPack's specially designed label and barcoding system ensures parcels can be identified and subsequently scanned into the store to confirm arrival.

Once the parcel is scanned at the store, email and SMS messages are triggered automatically to inform the customer that the parcel is available for collection. If the parcel is not picked up after two days, a reminder email is sent. After five days, MetaPack generates an automatic report of all uncollected parcels so these can be returned to the warehouse.

MetaPack's solutions for John Lewis don't stop at click and collect, but extend to improving processes around home deliveries, too. While John Lewis had been delivering many larger products to customers' homes via its physical stores, it made more sense to deliver these products directly from the central distribution warehouses. The company wanted to use two carriers and to print labels from one printer in each of the five warehouses. At the same time, it needed to be able to track progress of these deliveries and make this information available both in-store and via the customer care team.

To address these needs, John Lewis adopted MetaPack Manager. Implementation took just four weeks. The company now uses MetaPack's configurable file import system to upload one order file daily. Carrier selection is confirmed and labels are printed in bulk or individually. Stores are able to access orders via the web by customer name, postcode and order number. MetaPack informs the customer whether an order is waiting for despatch or in transit, and provides a wide range of status updates as the delivery is made.

### ● ABOUT JOHN LEWIS PARTNERSHIP

- Includes 41 John Lewis shops and 317
- Waitrose supermarkets
- Established 1864
- Head office in London
- [www.johnlewis.com](http://www.johnlewis.com)

### ● CHALLENGES

- Improve cross-channel shopping experience
- Enable click and collect ordering
- Streamline delivery of large products to customer addresses
- Provide detailed tracking information

### ● RESULTS

- Broadened delivery and collection options
- Cut operating costs
- Reduced delivery failures
- Substantial growth in click and collect
- Integrated John Lewis delivery fleet into MetaPack system
- Designed labels and barcoding to facilitate parcel identification

### ● PRODUCTS AND SERVICES

- MetaPack Manager
- Intelligent Allocation
- Automation
- Data Analysis

