STREAMLINING CARRIER AND LABELLING PROCESSES WITH NO INTERNAL DISRUPTION

Magestic Wine automates courier deliveries and saves times through MetaPack's centralised platform

MAJESTIC wine warehouse

"I've never had such positive feedback from an internal systems change as I did with the new MetaPack labelling system. "

Richard Weaver, eCommerce Director, Majestic Wine

Getting the goods out

Majestic Wine is a specialist wine retailer that operates over 200 Majestic Wine Warehouses in the UK, as well as two outlets in France. Online, the company trades through its own branded website as well as fine wine specialist Lay & Wheeler, which it acquired in 2009.

The majority of Majestic's orders are routed through the store nearest to the delivery address, delivered by Majestic staff in a branded van and managed through the company's bespoke order management solution. In certain situations though a carrier is required – for example when there isn't a store near enough to the customer's address, or if the order is for Majestic's special Gift Solutions packs, which are fulfilled from the St Albans warehouse.

In the past, Majestic's Mail Order and Gift Solutions teams dealt with these orders, working directly with carrier systems through spreadsheet uploads

Decreased minimum order size by 50%

Experienced time savings through MetaPack's centralised platform

Improved customer service

and manual data entry. This approach was time consuming, so Majestic wanted a more efficient and flexible system to fulfil these deliveries.

Meanwhile, Majestic also conducted a detailed analysis of the use of its fleet. The team established that it had the capacity to increase the number of deliveries it could carry out, and as a result could reduce the minimum online order from 12 to six bottles. Drawing on past experience (Majestic similarly switched the in-store minimum to six bottles in 2009), the company felt confident that it could achieve a positive sales uplift with minimal incremental cost to the fleet or staffing. In order to extend this offering to customers regardless of location, this needed to be translated to all of Majestic's carrier deliveries.

Easy does it

Majestic brought in MetaPack Manager to automate and streamline courier deliveries. Fully integrated via an API into the Gift Solutions order workflow at the warehouse, this allows the team to create consignments and download labels in bulk.

As a result, Majestic can use specially designed label sheets to print onto a single sheet both the despatch label retrieved from MetaPack and a gift message in a laminated weatherproof sticker. The consignment number is automatically displayed alongside other order details in the order management tools to make it quick and easy to resolve customer service enquiries.

Some Gift Solution orders involve multiple destination addresses, and Majestic now handles these with ease. The order management system treats this kind of order as a single entity, then splits the different deliveries into consignments when importing into MetaPack. The MetaPack system in turn allocates each delivery to the correct courier with the correct destination.

A toast to success

The flexibility of MetaPack means that Majestic is not tied to its existing carrier through the carrier's own software installation, and can quickly and easily switch to the most economical offering. As the company continues to grow, this remains a priority. "We have switched carriers since implementing MetaPack," affirms Majestic eCommerce director Richard Weaver, "and the whole process was extremely easy. It really is as straightforward as configuring settings in MetaPack — we didn't need to change our internal systems at all."

ABOUT MAJESTIC WINE

- Specialises in selling wine by the case
- Established in 1980
- eCommerce enabled since 2000
- Head office in Hertfordshire, UK
- www.majestic.co.uk

CHALLENGES

- Facilitate handling of orders that cannot be delivered by Majestic's own fleet
- Automate and streamline courier deliveries
- Achieve positive sales uplift with minimal incremental cost in terms of fleet or staffing

RESULTS

- Able to switch couriers quickly to use most economical option
- Saved time by using MetaPack's centralised platform
- Improved customer service by streamlined back end systems
- Decreased minimum order from 12 to six bottles

PRODUCTS AND SERVICES

- MetaPack Manager
- Labelling
- Own Fleet
- Intelligent Allocation