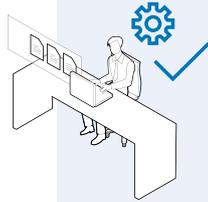# LEADING RETAILER GETS AHEAD OF THE COMPETITION

With a streamlined courier process from SPS, this high street brand gets out to market in record time

Challenge	Solution	Benefit
Speed Time-to-market is vital in today's retail space, so how could this company get its products out to customers before the competition?	**Priority Service** Using SPS uBook and iTrak, the company now gains full visibility of packages – now prioritising which products to process.	**£200k** **Significant Savings** With SPS, this retailer gets its products out to market rapidly, and saves up to £200k.

After highlighting the importance of getting new products on the shelf, this leading retailer also wanted a digital solution and looked to its partner of a decade – SPS. Combining SPS' uBook, iTrak and Smart Locker solutions drives innovation and best practice, achieving the company's goal and delivering savings in the process.

Reacting to the market

Retail is a fast-moving and extremely competitive industry. With new trends and fashions always emerging, it is paramount that retailers capitalise on the new clothing, food or beauty vogues their customers follow. Once new products are produced, it is vital they are on the shelves as soon as possible, helping retain customers that might otherwise flock to more reactive competitors.

Maintaining a modern and continuously evolving product offering is a challenging process, and this retailer faced delays in moving products throughout its global organisation. Any new products go through a rigorous review and approval process, as well as being photographed to create marketing material. Every new item of food or clothing arrives in packages to the mailroom, often blending in with the many deliveries received that day. To help streamline the process, the retailer had considered prohibiting staff from ordering personal packages – not a popular option for employees.

Acknowledging that the current process slows the speed-to-market on new products, the retailer wanted a method to improve visibility of its packages, as well as courier spend to better manage cost. With a new digital agenda also in place, pushed by the retailer's new leadership team, it knew a specialist partner was needed.

Driving digital change

Engaging its long-term partner Swiss Post Solutions (SPS), the retailer first learnt of SPS uBook. SPS positioned its uBook tool, providing a single, intuitive user interface to enable the user to compare and contrast different delivery options, sorting them by price and allowing the user to dictate the cost and priority of items being sent. uBook also provides a complete audit trail for couriered deliveries and, when coupled with SPS' iTrak tool, offers the retailer complete visibility over its outbound and incoming deliveries.

SPS
Swiss Post Solutions

As well as enabling the retailer to check the location and progress of its packages, uBook's comparison faculty allows it to cut excess courier costs. uBook also gives the retailer the ability to track the courier spend of each of its individual departments, giving management a clear view of which areas of the business use the courier service, and how to optimise their use.

Combined with the use of uBook and iTrak, SPS introduced Smart Lockers to compliment the retailers agile working initiative, allowing a hybrid internal delivery model to satisfy the priority levels of incoming items, and empowering employees to collect packages whenever it suits them

Going beyond addressing just the courier process, SPS also took the opportunity of a renewal to reorganise the retailer's mailroom environment. SPS designed an optimised process to sort deliveries to each floor of the retailer's headquarters, trimming excess costs without the need of redundancies.

Getting products on the shelf

Work is now underway with the retailer to implement SPS' new solutions on site, starting with proof-of-concepts. SPS estimates that with uBook's dynamic rate-shopping, the retailer will be able to save up £100k per annum. When coupled with SPS' added mailroom efficiencies, the retailer will see its saving doubled to around £200k every year.

More importantly for the retailer, the added visibility uBook and iTrak brings to its courier process enables a much more efficient turnaround for new products. In addition, the added efficiency of Smart Lockers enables the retailer to continue allowing staff to order personal packages without impeding the delivery of business items. Combined, SPS' solutions mean deliveries can flow through the company's internal departments faster than ever before.

With an expediated process for new products, driven by SPS' digital innovations, the brand can maintain its prime position in the retail space. By acting quickly to meet the latest emerging trends the retailer keeps competitors at bay, utilising its newfound ability to stay one step ahead. By addressing management's digital agenda, SPS has also helped to future-proof the retailer's position against disruptive rivals, setting it up to perform for the foreseeable future.

Already, the retailer is looking to expand its engagement with SPS by adding an on-site print capability. By handling printing tasks themselves, the retailer hopes to remove another step from the go-to-market process, helping to further streamline the process of getting products out to customers.

SPS' vision for the future was one of the retailer's key factors for choosing to extend its relationship, rather than go out to RFP. Impressed by the combination of on-site efficiency and digital innovation, the retailer's management saw SPS as the easiest method to meet their challenges. But for now, the retailer wants to continue the rollout of the new solution and get its products into the hands of its customers faster than ever before.

Learn more

About the Client
This multinational retailer offers a wide range of products through hundreds of stores located across numerous countries and continents.

RETAIL

To learn more about Swiss Post Solutions and our capabilities, please visit:
www.swisspostsolutions.com/retail

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