



DIGITAL DELIVERY

Why choose eFulfilment with us?

DELIVERING THE VERY BEST CUSTOMER EXPERIENCE

Understanding our customers' commitment to their customers is critical in knowing what kind of eFulfilment solution is needed. So, we work in partnership with our customers to deliver six integral services:

FLEXIBLE MULTICHANNEL WAREHOUSING

Your customers are increasingly demanding a wider range of products and a greater variety of delivery options. The agility and flexibility to meet these needs at an acceptable cost is an increasingly complex logistics challenge. From dedicated warehousing to collaborative space-sharing solutions, we can provide a bespoke multichannel warehousing solution to meet the changing expectations of your customers.

With our knowledge and experience, underpinned by our software partnership with market-leading Manhattan Associates, making the change to an omnichannel strategy is easier than you might think.

GREAT CARRIER MANAGEMENT SOLUTIONS

We work with all leading carrier providers to deliver the optimised solution for your business needs. In order to keep pace with the latest innovations we are working closely with an intuitive and easy-to-use delivery management platform called Sorted, which enables us to offer the latest agile technology. This gives you fantastic delivery efficiency plus full traceability whichever carrier you use, and allow us to seamlessly accommodate spikes in volume by swiftly integrating new carrier services to give a full range of delivery options.

TRUSTED PARCEL CARRIER MANAGEMENT PARTNER

Whether your customers prefer home delivery, store delivery, drop box or click and collect, we have the most capable partners for the job. Our close working relationship with respected delivery providers, enables us to offer an efficient managed service. This makes for the best possible traceability, proactive communication, returns flexibility and ultimately the highest level of customer experience.

SUPERIOR TWO-MAN HOME DELIVERY

A bespoke two-man personal service is a Wincanton speciality trusted by many market leading furniture and home retailers. This option can be enhanced with value added service such as 'room of choice', full installation by home delivery technicians skilled in premium grade assembly, and/or packaging removal. We can also offer proof of delivery and act as a customer contact centre, making pre-delivery checks and handling early stage returns inspection and management.

SCALABLE SUPPLIER TO CUSTOMER (S2C) SOLUTION

Our managed S2C service is an innovative solution delivering from suppliers direct to the end consumer. We remove your requirement for storage of products and the costs associated with that stage of the delivery process.

Our partnership with Virtualstock allows us to offer S2C as a seamless part of our eFulfilment process. We manage your suppliers and communicate with your customers to provide one single point of contact throughout the customer journey. This allows you to expand your business into new and existing markets without the confines and costs associated with holding additional stock.

EFFICIENT RETURNS

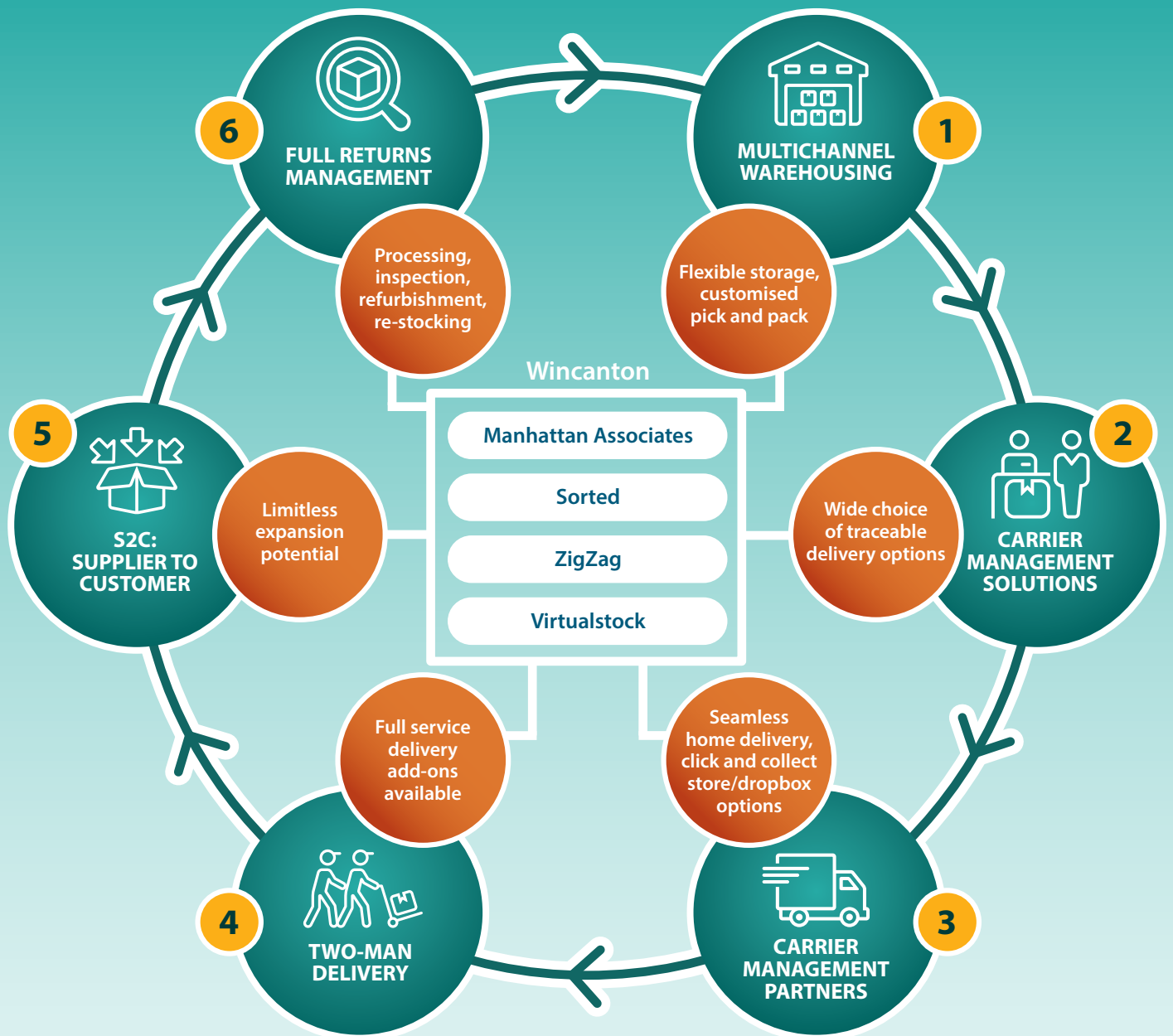
The efficient management of returns is fast becoming a crucial component for the success or failure of any successful retail operation. Refunds must be swiftly processed and stock recycled to ensure maximum sales potential, and we work closely with major retailers to offer highly customisable returns logistics.

We can maximise product disposition through our extensive relationships and offer tailor made event management to deal with unforeseen product recalls or range changes as well as providing extensive root cause analysis.



eFulfilment the Wincanton way

Customer demand for increased choice and flexible delivery options needs a robust eFulfilment solution. At Wincanton we create eFulfilment solutions designed to deliver an excellent customer experience.



“ Companies need to re-think their supply chains to operate as a circular series of events, not a predominantly one-way pipe to market.

How B2B Companies Can Learn From B2C To Build Better Returns Processes And Improve Customer Service, Gartner Report: 28 February 2017

OUR PARTNERS

We have selected the very latest flexible and proven technologies on which to build our eFulfilment to exceed our customers' expectations. With fantastic stock visibility, cutting edge systems and reporting, we offer the flexibility you need to deliver an ever-increasing range of products in today's demanding and changing environments.



This warehouse management system is positioned as a leader in the Gartner Magic Quadrant for Warehouse Management Systems, 13 February 2017. Our use of the latest version Manhattan 2017 puts us ahead of the pack, by providing a single view of your customers and their orders across all channels. This makes for improved stock visibility and availability, reduced stockholding and obsolescence, low operating costs, short lead times and full feedback insight so we can work to continually improve your customer experience.



This new generation delivery management software stands head and shoulders above its competitors by ensuring efficient carrier allocation and personalisation at checkout to decrease basket abandonment. It incorporates agile technology which makes it highly intuitive to use and easy-to-integrate into existing systems. This means warehouse operations can manage carrier performance from one simple dashboard, while effortlessly coping with any spikes in volume. Already used by companies in the grocery and manufacturing sectors.

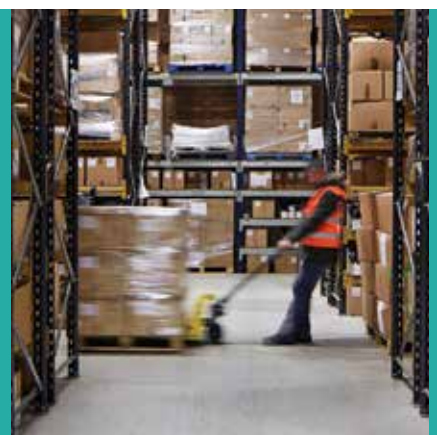
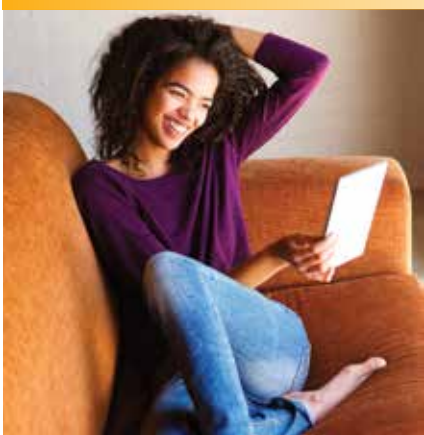


Virtualstock's The Edge is a digital supply chain platform, which streamlines retailer and supplier collaboration. The Edge enables retailers to rapidly onboard new products and drive range expansion through a market leading dropship solution, with supporting modules to address the wider supply chain visibility challenges experienced by retailers. This includes full control of the order cycle providing real-time updates on delivery, delays and returns, along with inventory feeds to eliminate out of stock sales. Wincanton has integrated The Edge into our managed service to bring the latest digital supply chain technology to customers.



ZigZag offers a comprehensive and flexible global returns solution to meet a range of requirements. The software platform connects retailers to a global network of over 200 warehouses, over 50 couriers and 26 marketplaces in more than 130 countries. The customer facing returns portal can be fully retailer branded to help customers return items in less than 60 seconds with capabilities to grade returned products and consolidate, refurbish, locally redistribute, recycle, destroy or resell your stock on a revenue share basis.

Winners of ShopTalk Europe, the Sustainability Innovation Award and the Internet Retailing Innovation Award 2017.



OUR SATISFIED CUSTOMERS

The expertise and experience we have gained by working with leading brands allows us to constantly improve our service to meet and even anticipate your eFulfilment needs.

M&S

From initial online order through to sending customer satisfaction surveys, Wincanton helps deliver a seamless customer experience:

- Customer satisfaction up from 92.8% to 95.1%
- Flawless deliveries increased by 28% achieved through driver training
- Rejections reduced by 27% through a new 'will it fit' guide for customers
- Customer service calls reduced by 45% through proactive customer communications
- Postponed deliveries reduced by 68% by notifying suppliers on overdue items
- Delivery postponements reduced by 34% through the introduction of a two-hour delivery window

Head of Logistics (multichannel) at Marks & Spencer says:

'I know we're demanding but we want the best for our customers; that's why we work with Wincanton. Wincanton shares our commitment to continuous improvement and its people consistently go the extra mile to deliver outstanding customer care. The contract management team works with a true partnership approach.'

Wickes

Supply Chain Director at Wickes says:

'When choosing a logistics partner, it was vital for us to work with companies which not only have the capability and capacity but also understood the importance of the great customer experience Wickes delivers. We found Wincanton to be the best fit on all counts and we look forward to a productive and successful relationship, supporting the continued growth of our multichannel business.'

SCREWFIX

Within 12 months of taking over warehousing and transport for Screwfix, Wincanton has successfully re-focused engagement for the company's 1,500 staff. Not only have transport costs dropped by 11%, but absence levels are down by 5% and staff turnover by 10%, in moves which correlate directly with improved customer service and zero 'failed orders' over the period.

Supply Chain and Logistics Director at Screwfix says:

'Wincanton has been an invaluable partner on our journey to become one of the UK's leading trade retailers. Customer service is a core differentiator for Screwfix and in Wincanton we now have a logistics provider with the expertise, experience and commitment to help us continue to deliver the highest standards of service.'

MajesticWine

We have partnered with the UK's largest wine retailer, Majestic Wine to implement a new National Fulfilment Centre (NFC) at a shared user site in Greenford where over 40% of online orders will be fulfilled. As part of a five-year agreement, Wincanton will store, pick, pack and deliver over 4 million Majestic Wine goods a year, including fine wines, gift packs and seasonal items, to fulfil individual online customer orders.

This will give customers access to over 1,250 wines through flexible delivery options which include click and collect, named and next day delivery options as well as via 210 stores across the UK.

Wincanton's Grocery Director says:

'Wincanton's retail experience and flexible service, based on a specialist warehouse management platform, made us ideally suited for this responsibility, and our track record in supporting companies who are implementing transformational change has, and will continue, to provide Majestic Wine with best practice examples from across the multichannel retail market.'



With customer experience at the core, the blend of solution design, technology, processes and people brings you the very best in eFulfilment.

A fast growing 'buy anywhere, return anywhere' consumer culture has extended out of the retail sector to other industries, where customers expect a huge choice and efficient returns on anything they buy. Many supply chains have simply not been designed to cope with the volume this entails and struggle to adapt to what a 2017 Gartner report calls the 'circular supply chain' whereby returned items are efficiently fed back into warehouse stock ready to be re-sold.¹

Efficient eFulfilment takes care of logistics seamlessly from 'point of order through to customer delivery', taking care of returns to create a seamless circular supply chain with full visibility throughout.

At Wincanton, we enjoy an unparalleled reputation for delivering service excellence and value to our customers and we provide award winning eFulfilment for some of the UK's largest retailers.

We know that great eFulfilment demands:

- a deep-seated reserve of expertise and advice born out of utilising the best people, processes and systems
- a solid track record of working closely with leading brands to continually evolve and improve on the building of build of truly bespoke eFulfilment solutions
- underpinning every function with the latest agile technology
- ultimate flexibility in terms of stock availability, delivery options and returns, equipped for seasonal peaks
- excellent service, communication and processing
- proven cost efficiency
- streamlined integration with customer teams to ensure staff engagement throughout any changes



WHY WINCANTON?

Wincanton is the largest British third party logistics and supply chain solutions provider in the UK and Ireland working in markets as diverse as defence, milk, energy, retail, consumer goods and construction.

With a £1.1 billion annual revenue, we operate from over 200 sites out of 7.6 million sqft of warehousing in a business managed by 17,700 employees and facilitated by 3,600 vehicles – this means we have the scale and infrastructure to provide cost-efficient, flexible solutions for our customers.

Despite this scale, we have always been proud to enjoy the customer-centric approach of a small business. We understand that every logistics solution is different and we work very closely with our customers to create tailor-made solutions that fit specific requirements to suit your brand.

£2bn

Click and Collect sector value

UK household internet access levels now stand at ²
93%

91%

of UK internet users aged 16+ have bought some shopping online in the last year³

¹ How B2B Companies Can Learn From B2C of Build Better Returns Process And Improve Customer Service, Gartner Report: 28 February 2017

² Mintel (Online Retailing - July 2017) Source: Eurostat © European Union 2016/Mintel

³ Mintel (Online Retailing - July 2017) Source: Lightspeed/Mintel

Find out more about our full range of services, or contact us now to discuss how our expertise can make your supply chain more profitable.

Call +44 (0) 844 335 0502

Email: getintouch@wincanton.co.uk

www.wincanton.co.uk/efulfilment