

REDUCING WISMO HANDLING TIME FOR ALICE'S GARDEN

myCCL & CUSTOMER EXPERIENCE SOLUTION

ABOUT ALICE'S GARDEN

Leveraging more than 10 years of industry experience, Alice's Garden delivers a diverse portfolio of high-quality garden furniture and outdoor equipment, direct to doorsteps in just a few clicks.

Great customer service has always been at the heart of the Alice's Garden business. The company provides a two year warranty across all its goods and has a dedicated Quality Team to offer product advice.

“The Customer Experience Solution has helped us to give our customers clearer information about their order status. We are very satisfied with its service.”

Lila Idiáquez, Customer Service and Supply Chain

THE CHALLENGE

Alice's Garden's modest team recognised that to manage an increasing order volume across multiple channels during the peak summer season, it needed to review service options and improve operational efficiency.

The Customer Service Team often spent a disproportionate amount of time handling WISMO calls; in order to track late or missing orders, they had to contact the carriers individually for updates, leading to a longer response time for all queries.

Meanwhile, the team were also managing social media and using Trust Pilot to track customer feedback.

The business sought a technology solution to help handle WISMO queries and gather customer feedback more efficiently — as well as increase its productivity in processing orders — all without hiring additional staff.

CCL SOLUTION

- myCCL for stress-free multi-carrier management
- One dashboard for booking and tracking shipments
- CCL's Customer Experience Solution providing branded email notifications and feedback capture
- UK based Customer Service Team support
- One Click Dispatch integration for automated label generation

THE SOLUTION

After consultation, Alice's Garden selected CCL's multi-carrier management platform, myCCL, to broaden its carrier and service choice to customers and reduce carrier management admin.

Alice's Garden adopted CCL's Customer Experience Solution, to satisfy its customers in their post-purchase experience.

In addition it utilised myCCL's One Click Dispatch, to increase throughput in the warehouse.



“The customer feedback function has given us a better overview of the customer's behaviour towards our business – information which we will use for future improvement projects.”

Lila Idiáquez, Customer Service and Supply Chain

THE RESULTS

CCL's Customer Experience Solution has saved hours per week in handling WISMO queries by enabling customers to track their own orders.

Customers receive delivery milestone status emails and SMS, which link to Alice's Garden branded tracking pages that also offer an option for them to leave detailed feedback. The feedback is then sent directly to the Alice's Garden team, giving them a simple way of tracking customer sentiment.

myCCL's single dashboard view of all shipments also allows for speedier handling of the remaining WISMO queries they do receive.

Another benefit of using myCCL means Alice's Garden can now offer their customers a greater choice of carriers and delivery options, by taking advantage of CCL's leveraged rates with other suppliers.

The team has also been able to save time processing orders, by using myCCL's One Click Dispatch. Integrated with their warehouse systems, Business Rules are run that automatically select the best carrier for each order and generate the labels with no need for manual data entry. This ability to dispatch orders quickly has increased customer satisfaction.

SUMMARY

- myCCL's Customer Experience Solution has cut Alice's Garden WISMO handling time by an hour a day per person.
- Using myCCL has enabled Alice's Garden to reduce its carrier management time by more than one hour per day