



ACCELERATING PEAK PERFORMANCE FOR ARDTARAIG FINE FOODS

myCCL & ONE CLICK DISPATCH

ABOUT ARDTARAIG FINE FOODS

For over 40 years Ardtaraig Fine Foods has been selling Smoked Scottish Salmon and luxury Scottish hampers to the public and corporate customers.

Its products include Scottish seafood, gift boxes, hampers and customised gifts.

As Ardtaraig's business has grown, it has exported across the world, gaining the Queen's Award for Enterprise in recognition of its export success.

THE CHALLENGE

In 2015, the family business was looking to meet increased demand from its ecommerce site, especially during its peak season, the run up to Christmas, when it could receive orders for around 5,000 shipments in 10 days.

To do this, Ardtaraig sought a technology solution that would improve process and increase team productivity by reducing manual data entry when dispatching orders.

They also wanted to keep customers happy by offering a wider range of delivery options while also ensuring service levels were maintained. Added to this, it wanted to improve the traceability of its shipments, to quickly resolve customer WISMO queries.

At the time Ardtaraig was using three separate carriers, spending hours tracking shipments across the carriers' different portals when handling WISMO calls.

This also meant that the team received three separate carrier invoices, resulting in additional time and effort spent by the finance team on reconciliation.

CCL SOLUTION

- myCCL for booking and tracking parcel shipments across multiple carriers
- Improved service choice to enable shipments to be dispatched seven days a week
- One Click Dispatch integration for automated label generation
- One monthly invoice regardless of the number of carriers used
- Service, Delivery & Environmental Analysis reports to provide deep understanding of customer and supplier shipment history
- 24-7 UK based Customer Service support

THE SOLUTION

Ardtaraig Fine Foods adopted CCL Logistics & Technology's multi-carrier management platform, myCCL.

Using myCCL, the business is able to offer multiple delivery options to its customers, taking advantage of CCL's leveraged rates.

Shipping labels are generated automatically using One Click Dispatch; Ardtaraig transfers order data via CSV, the orders are processed, and pre-set Business Rules choose the best carrier and service for each order.

Ardtaraig can track live shipments on the myCCL dashboard, which uses a traffic light triage system, with late shipments shown in red.

If shipments do run late, Ardtaraig has the support of CCL's UK based Customer Service Team, who proactively seek a solution and keep the Ardtaraig team updated.

Instead of receiving and having to pay multiple carrier invoices, this is now consolidated into one monthly invoice from CCL.

Ardtaraig can also monitor logistics spend and carrier performance through myCCL's Service, Delivery & Environmental Analysis Reports.

THE RESULTS

Using myCCL, Ardtaraig Fine Foods is able to manage all its carrier activity—from booking to tracking—on a single platform, saving time on daily admin tasks. The dashboard provides an overview of all shipments, making it easier for the team to answer WISMO queries quickly.

One Click Dispatch has saved Ardtaraig hours booking shipments and printing labels, which has enabled the team to process and dispatch orders more quickly and to meet the increased demand for its products.

SUMMARY

- myCCL has saved Ardtaraig Fine Foods eight hours a day in labour during peak season
- myCCL has helped the business handle increased volumes of around 5,000 shipments in 10 days

“ We have been using myCCL for quite a long time now and love the service. The onboarding was easy, and we have referred a large number of friends and clients to CCL's services as a result. Try it, you won't be disappointed!”

Peter Mortimer, Managing Director

