

# ACCELERATING ECOMMERCE GROWTH WITH myCCL AND ONE CLICK DISPATCH FOR HOME HARDWARE DIRECT



## ABOUT HOME HARDWARE DIRECT

A household name, Home Hardware Direct is the ecommerce arm of the Home Hardware business that was founded in 1983. The buying group is dealer-owned and is the largest voluntary organisation in the UK for home improvement stores.

With an ecommerce site that serves over 60 members, including independent hardware shops, housewares stores, cook shops, ironmongers and garden centres, Home Hardware Direct sells to the public (B2C).

Home Hardware Direct's ongoing aim is to improve both its customer service and its sales, something which made it want to increase the speed and reliability of its pick-pack-dispatch process.

## THE CHALLENGE

As part of its continuous growth, Home Hardware Direct had to boost warehouse throughput to meet online order demand.

At the time, Home Hardware Direct was using its carrier's online portal to manually book shipments, so its team was spending hours each day completing order details by hand, to transfer information to the carrier's system, and generate shipping labels that were then sent back to Home Hardware Direct's warehouses to be applied.

Warehouse staff were spending tens of hours each week processing labels, time which the company wanted to reduce, without having to hire temporary staff.

So, it began scoping business process improvement systems that could save its team hours picking and packing goods.

## CCL SOLUTION

- One Click Dispatch integration implemented for automated label generation
- A single dashboard to track all shipments
- 24-7 support from CCL's UK Customer Service Team

## IMPLEMENTATION

After speaking to the CCL team, Home Hardware Direct was made aware of CCL's One Click Dispatch automated label generation solution, available through its multi-carrier management platform, myCCL.

While happy to initially keep its single carrier shipping solution, Home Hardware Direct wanted to try the One Click Dispatch functionality that came with myCCL.

After a consultation and technology demo, Home Hardware Direct began integrating its website with myCCL, to maintain its existing carrier relationship, but sync order data with One Click Dispatch.

Now, using myCCL, the warehouse team type the delivery note's order reference number, then the orders are processed, and pre-set Business Rules choose the best service for each order.

Shipping labels are then generated, to be printed in the warehouse, ready to be applied for dispatch.



## THE RESULTS

myCCL One Click Dispatch has saved the team up to 20 hours a week of labour, cutting the time spent processing orders and printing labels. This allowed the team to focus on other tasks, increasing productivity and throughput.

By eliminating manual data entry, the team managed to cut mistakes during the pick and pack process.

## SUMMARY

- 20 hours per week saved processing shipments with One Click Dispatch
- Data entry errors reduced with automation
- Increased traceability of shipments with myCCL dashboard
- Reduced admin time, with 24-7 support from CCL helping with any queries

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**“ I would highly recommend One Click Dispatch. Now we have reduced errors and no longer have to process shipments manually. Using the same manpower, we can process more online orders, even during busy periods, which means more sales.”**

Chris McEwan, General Manager,  
Home Hardware Scotland

