CCL
Logistics & Technology

THE POWER OF INTEGRATION
BUSINESS PROCESS AUTOMATION THAT REDUCES COSTS AND INCREASES CUSTOMER SATISFACTION FOR PLUM

ABOUT PLUM

Plum has been selling kids' toys to customers in the UK and internationally for over 30 years.

Having started as a family business in 1988, Plum has grown its outdoor and indoor product range to include trampolines, swings, slides, and much more.

Now Plum ships its toys to over 40 countries and has gained the Queen's Awards for Enterprise in International Trade.

> " Switching to CCL just brought everything together, reporting is easier, we don't have to manually manifest shipments at the end of the night, and it is one platform for tracking."

Stephen Booth,
Warehouse Manager, Plum

THE CHALLENGE

Plum sought a more efficient solution for booking and tracking jobs, which could also automate creation of its end of day carrier manifest, and improve the quality of its reporting data, while offering proactive customer support.

Historically, Plum used multiple carriers to deliver products globally, with one logistics provider booking and tracking some logistics services and CCL others. This meant checking two platforms when answering customer queries or creating reports (so data was not harmonised).

Plum was having to manually create end-of-day manifest documents for the jobs booked with its previous logistics provider, as its platform didn't automate it.

Plum also sought a solution that could provide real-time customer support.

CCL SOLUTION

- API integration with WMS, to automate job booking
- Freedom to mix CCL's logistics rates or use Plum's
- Single dashboard for quick shipment overview
- Automated daily carrier manifest to improve tracking
- myCCL for all reporting, to harmonise data
- Faster logistics support through the CCL service desk, with ability to call real people from 7am –7pm

IMPLEMENTATION

CCL worked with Plum to integrate myCCL into its WMS, through a Shipment Booking API, which allowed order data to be sent between the two platforms.

Then they set Business Rules to automatically determine the best carrier and service for each shipment, allowing myCCL to make bookings in the back-end and send labels to the WMS.

Once jobs were booked, the Plum team was able to track progress on myCCL, and create reports detailing delivery performance, as well as spend and shipment history.

When the integration was complete, CCL trained Plum's team in using myCCL, before working with Plum to find a go-live date that suited its peaks, to minimise disruption to the business.

Now live, CCL continues to support Plum with tech and customer service queries, through its 24-7 helpline, account manager visits and emails.

THE RESULTS

By integrating with myCCL, Plum has automated its shipment booking through its WMS, reducing manual data entry errors, and saving time.

After choosing CCL as its logistics specialist, Plum used both CCL's consolidated logistics rates and its own accounts and rates, increasing its choice of deals and tracking its shipments on one platform.

Tracking all jobs on myCCL saved Plum's customer service team hours, by quickly answering WISMO queries, and boosting its customer satisfaction.

myCCL now automates Plum's end of day carrier manifest, increasing traceability of consignments.

Reporting is also simplified, as the team can view reports for all carriers and consignments in one place. This harmonised data, reduced mistakes, and saved the senior management team time on admin.

> " We have quite a bit of volume going through our shipments and when you have this volume you are bound to have issues, so we do use the CCL customer service team to help resolve them. Accessibility to CCL's account managers, and customer service team is invaluable to us!"

Stephen Booth,
Warehouse Manager, Plum

SUMMARY

- Shipment Booking API integration to efficiently book and track jobs

- Automatic end of day carrier manifest to improve order tracking capability

- Harmonised reporting on all jobs, from one source, to increase data accuracy

- Immediate logistics support with CCL service desk, to save time handling queries

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