



Vision Direct CASE STUDY



EXECUTIVE SUMMARY

Vision Direct chooses Scurri - the agile delivery management platform.

As Europe's leading online contact lens retailer, Vision Direct needs to provide fast, convenient delivery options that exceed our customers' high expectations. Scurri allows us to assess carrier performance and set up smart shipping rules, which automatically select the best carrier for each consignment.

Since becoming the UK's first online contact lens supplier in 1998, Vision Direct has grown to become a truly multi-national company, operating in seven EU territories. Our customers expect super fast, super reliable delivery and the ability to easily return items. In order to exceed their expectations, Vision Direct constantly assesses and improves its technology and systems.

Customer satisfaction is key to the success of any business. By adopting lean methodologies and opting for agile systems, we are able to optimise the order process from placement to fulfilment, shipping and tracking. A dedicated fulfilment centre and reliable delivery and returns system are key to ensuring our infrastructure works effectively.

Key challenges:

- Adding new carriers and managing existing carriers
- Reporting on carrier performance and comparing carriers
- Ensuring systems are flexible and agile
- Keeping the ordering process as succinct and easy as possible



Vision Direct, founded in 1998, is Europe's largest, most trusted online contact lens retailer. Operating in seven EU territories, Vision Direct delivers exceptional quality of service to customers in UK, Ireland, Netherlands, Spain, France, Italy and Belgium.

<http://www.visiondirect.co.uk>



Scurri's Multi-Carrier Delivery Management Solution

The Solution:

- Simple to integrate, deploy and use
- Agile - multiple carrier integration, easy to add new carriers
- Provides reporting - split testing & carrier performance comparison
- Efficient shipping rules
- Scalable - grows with the business and allows for customisation
- Automation - time & cost savings
- Increased customer satisfaction

Vision Direct has experienced phenomenal growth over the past year. Having a robust delivery system that connects effectively with our ecommerce platform and fulfilment centre has helped us to maintain the high quality of customer service that we are proud to deliver.

Scurri's logic has helped Vision Direct to conduct split testing, assessing and comparing carrier performance. It also enables us to add or change couriers effectively. We are able to streamline our shipping processes, automatically select the best carrier for each consignment and we are more insulated against any potential incidents that may occur.

Results and Return on Investment

Scurri's Delivery Management Platform provided Vision Direct with greater flexibility to add new carriers and switch between them. We are able to ship the vast majority of orders within 24 hours, and our strong TrustPilot score of 9.5 is due to excellent delivery and exceptional customer care, made possible by our infrastructure and systems.

Are you looking for a multi-carrier delivery management platform?

Request a demo of Scurri's delivery management platform at www.scurri.co.uk or call us on (020)36033123