



For Beauty Pie, improving delivery lead times is the vital piece

BEAUTY PIE



eCommerce

Online only sales



Growth

Rapidly growing eCommerce delivery proposition



UK and US

Warehouse depots

Beauty Pie is a membership-based eCommerce business that offers its customers luxury beauty products at affordable prices.

The company's mission is to democratise the luxury beauty industry by disrupting the business model of mainstream brands.

Founded in 2016, Beauty Pie sells products from leading third-party labs, cutting out the middleman by creating their own formulas and using the same raw materials as the bigger players, directly from suppliers. Originally focused on monthly membership, the business has evolved into an annual buyers club, and continues to evolve as it grows.

Operating solely from its eCommerce website, and by keeping overheads low, the company can focus on offering high-quality products at lower prices. Canadian-born founder Marcia Kilgore has a track record of success in the beauty industry.

Scurri caught up with Robin Watkins, Senior Logistics and Fulfilment Manager, who oversees the company's rapidly growing eCommerce delivery proposition.

"I've just had my one-year anniversary with the company," Robin says.

"I am pretty much a one man logistics

department. We are present in two regions, the UK, and the United States.

"I look after everything from our two warehouses, our depots in Milton Keynes and New Jersey, all our inbound freight, inventory reporting, and all our master data teams report to me."

"We distribute right across the US, from our New Jersey base, but about 30 percent of our shipments go up the West Coast. We need quick, reliable solutions to get the goods there in time," he says.



"By giving us the stepping stone to negotiate better rates with our carriers, Scurri is invaluable."

Positive growth

Like many eCommerce businesses, Beauty Pie saw a dramatic increase in sales during the pandemic. "We really benefited from traditional brick-and-mortar stores closing down, really saw a huge spike in eCommerce in general, but also from the beauty side of things," Robin says happily.

"From my experience, what I saw was that half of the people took really great care of themselves during lockdowns, and the other half did what I did, which was let themselves go a bit."

"The half that took care of themselves reverted to shopping online, and memberships were a big thing during the pandemic, so our following grew massively. Even since the brick-and-mortar stores reopened, our retention rate is good, and we continue to attract new members," Robin explains

Getting delivery right

With extensive logistics operations in both the UK and United States, a scaling business, and a growing membership list, getting the delivery piece right was a top priority for Beauty Pie.

"We were using a third-party logistics provider and decided to take a different approach. It was all about having the benefit of bringing it in-house, cost was a factor, and the flexibility it offered. It was mainly to have control, and oversight ourselves.



For example we can identify hotspots in the network which might be being causing increased lead times and we can very easily change the service levels at the click of a few buttons," Robin admits.

"We did have difficulties getting our products to the West Coast, it was either very expensive, or took too long.

"We knew we could probably get better rates. We were working with a third-party intermediary, who did some consultancy work for us, and proposed certain carriers.

"DHL seemed to have quite a good balance between cost and delivery time. They gave us this proposition, that has an existing integrated with Scurri," Robin says.

Enter Scurri

Using DHL eCommerce for customer shipments across the length and breadth of the United States, Beauty Pie now sends between 15,000 to 20,000 parcels per month.

Its customers have the opportunity to choose standard or express delivery.

"What Scurri is really good at is allowing us to download all the manifest details and track the times between pick up at our distribution centre, to arrival at the DHL hub. These are the sort of things, the intricate details, we need to know to drive the improvements."

With an experienced partner in place, Beauty Pie has seen a marked improvement in its order processing and delivery speed.

"When an order is created in our Order Management System, the Scurri platform sends a shipping label back to us immediately, then we transit that through the API to our warehouse, and they print it off, and apply it straightaway," Robin says.

"We are customer-driven, and the reason we wanted to have a better solution was our delivery lead time."



Pain points and how we solved them



Adding new last-mile carriers

Through a single, adaptable API integration, new carrier services are added quickly and cost effectively.



Improving deliver lead times

Scurri's rules-based engine optimises carrier selection to improve delivery performance and customer experience.



Reducing carrier costs

Scurri gives you the bargaining power to negotiate better carrier rates.

Beauty Pie also needed the flexibility to add new last-mile carriers to complement its DHL service.

"Occasionally we have to jump on the back of other carriers for the likes of deliveries to the American forces, air bases, and so on.

"Scurri gives us that ability to react quickly, in two or three minutes we can make the change, and it was vital for the business to have that flexibility," Robin adds.

Resolving challenges

For Beauty Pie, the sheer scale of the United States added greater complexity to the management of delivery, and customer experience, across such a vast territory. However, the ability to add more carriers, and set shipping rules within the Scurri platform has allowed it to manage its logistics network more efficiently.

"The way the Scurri platform is set up is a real benefit," Robin says. "We knew we had a quality issue with certain

raw materials going to certain states, and actually, we could go straight into Scurri and set rules for those parcels, say, if they needed to be shipped by air, or by road.

"Our lead time has improved absolutely massively, and Scurri is a big part of that. We are looking at a reduction in the time it takes to get parcels to the West Coast of three or four days, and also to other less accessible areas."

"A lot of big eCommerce challenges come in Q4, carrier networks break down, mail systems struggle, and you need to have contingency plans, plan B, even plan C and D, in place, and Scurri really does that for us.

"Getting the delivery management piece right gives us the flexibility to negotiate better contracts with carriers, and change them if we need to," Robin enthuses.

Working with Scurri

For Robin Watkins, Senior Logistics and Fulfilment Manager at Beauty Pie, one of the other main benefits of using Scurri is the account management.

"The response times are just brilliant. We have a few of our own issues, which were not on Scurri's side, but we needed support to fix, and we got out-of-hours support.

"As I said, we are a very customer-focused business, and it's really

"The cost per shipping label is certainly also lower, as we scale the business and grow our deliveries, which I expect us to achieve, the cost saving will also increase."



important for us to work with partners who are like-minded. It's really nice to have that personal touch, and get to know everyone.

"A prime example of why we love working with Scurri is our carrier onboarding, where DHL wouldn't onboard us after the 5th October because we had just moved into Q4.

"We signed the agreement with Scurri on the 20th September, and I think with DHL it's normally a four to six week onboarding process, and Scurri managed to do it for us in about eight days.

"It was absolutely critical because otherwise we were going to have to go through peak with our old solution, which was far from ideal.

"The people we have worked with at Scurri are genuine experts in their field, and genuinely care about delivering what is right for the customer, and they do it in such a nice manner as well.



Nothing is too much hassle, it's just a nice group of people to work with," Robin explains.

Scaling beautifully

In terms of the tangible impact of adopting Scurri, Robin Watkins points to improvements in the customer experience, cost savings, better carrier rates, and system reliability.

By giving us the stepping stone to negotiate better rates with our carriers, Scurri is invaluable," Robin says.

"The cost per shipping label is certainly also lower, as we scale the business and grow our deliveries, which I expect us to achieve, the cost saving will also increase. There is absolutely no system downtime with Scurri, we just don't have issues with it.

"Scurri has been so supportive, the account management, the personal touch, and the customer-centric aspect of it all, when it comes to carrier management systems, you would not get me looking elsewhere," Robin concludes.

"Getting the delivery management piece right gives us the flexibility to negotiate better contracts with carriers, and change them if we need to."

Robin Watkins, Senior Logistics and Fulfilment Manager - Beauty Pie

Talk to us today to learn how we can solve your delivery challenges.

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