

Nurturing success the natural way



75

Natural Baby Shower employees



300,000

Parcels shipped a year



125

Brands in stock

Natural Baby Shower was founded in 2006 by Surrey-based couple Victoria Hampson and Clifton Vaughan. The company disrupted the traditional baby industry by starting one of the first eCommerce websites of its kind, selling handpicked baby and parenting products to the UK market.

Company profile

The business employs 75 people, and ships around 300,000 parcels a year from its 50,000 square feet Bracknell distribution centre.

It stocks over 125 brands with collections that include pushchairs, strollers, clothing & footwear, in the home, bed & sleep, baby carriers, changing bags, baby care, and parenting.

Sustainability is a key focus for Natural Baby Shower which uses eco-friendly packaging, materials and manufacturing processes, and works with ethical businesses. The company has put in place low waste and low energy initiatives to move towards becoming carbon neutral.

Early years

When Victoria and Clifton had their first child in New Zealand, she attended a baby shower organised by friends. There she noticed that the process, the products, and the approach to nurturing children, was something new.

"She really enjoyed it, and it sowed a seed about the products and the style," CEO Clifton says. We were continually

impressed with the idea of nurturing babies. We were reading books at the time as newbie parents about 'leaving them in the room, letting them cry, walking away.

"New Zealand was all about, 'give them a cuddle, pick them up, and swaddle them.' So we thought, 'this is totally different, we like this.'"



"By setting rules to automatically select the best carrier service, the business saves up to 80p per package."

Solution overview



Improved speed and efficiency of shipping process



Increased the precision of label generation



Integrated new carrier services easily



Returning to the UK, it was clear to them that the products they'd seen were not available. Keen to take advantage, a combination of Victoria's hard work and Clifton's IT experience, saw them take the initial steps.

Solution overview

To optimise the post-purchase experience for its customers, Natural Baby Shower was seeking to improve the speed and efficiency of its delivery process. As the business grew and dealt with larger order volumes, it was vital that it could be managed seamlessly, by exception only.

A key objective was to improve the precision of label generation to ensure that each order could be processed quickly. The business also needed to reduce overspend on carrier services by making sure each parcel was charged at the least expensive postal rate.

The Scurri solution removed manual effort and errors, and increased processing speed by generating accurate labels automatically, across

multiple pack benches. It also allows the business to integrate new carrier services easily and offer more delivery options to its customers.

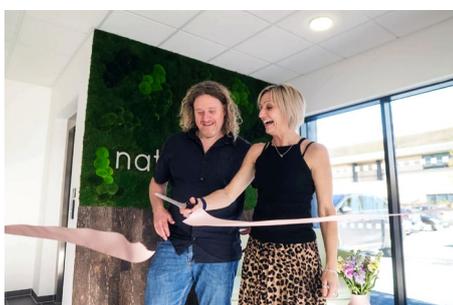
Using the Scurri platform, Natural Baby Shower can set rules, based on the dimensions of each parcel, to choose the optimal carrier service.

"What the people at Scurri do is listen. It's really hard to get tech companies to listen to customers all the time, and actually care."

Clifton Vaughan, CEO - Natural Baby Shower

How Scurri helped

Natural Baby Shower places huge emphasis on technology and using the latest innovations to grow. A central component of this is putting the right solutions in place to let data flow between systems so that the eCommerce process is fully automated. The decision to engage Scurri came about as a result of efforts to remove blindspots in the delivery process.



"Credit to the team, in the way you treat your customers, you do it in the right way, because you're learning from them."

Clifton Vaughan, CEO
Natural Baby Shower



Pain points and how we solved them



Removed errors and manual intervention

"Scurri allows us to print out labels at each of our nine packing stations. Before, all our labels used to come out of one printer, so obviously, labels got put on the wrong parcels."



Avoided paying unnecessary carrier costs

"If we are putting loads of little things together, Scurri's rules engine knows the right service to select, at the optimal rate, so we are saving money."



Improved speed and accuracy

"Using Scurri provides that speed element, it takes seconds, and its always the right label, charged at the right postal rate for us."

10%

Saving on shipping costs

With parcels going out on the right carrier service, and by not unnecessarily paying more, it saves around **10 percent** of the overall shipping costs.

"The people I've dealt with at Scurri have been phenomenal, they ask about the problems. There's always that commitment to making it as seamless as possible, and being as proactive as possible."

Clifton Vaughan, CEO - Natural Baby Shower

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

BOOK A CONSULTATION

