Natural Baby Shower
CASE STUDY

Scurri

Nurturing success the natural way

natural baby shower

50%
Cost saving on label production

Accurate and speedy production saves 50% of the label costs for the carrier service used.
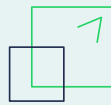
10%
Saving on all shipping costs

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

80p
Saves up to 80p per package

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

Delivering control for Natural Baby Shower with Scurri Connect

Controlling growth

"Scurri Connect 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."

Controlling costs

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

Controlling operations

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

"The most tangible benefits of using Scurri Connect is the cost saving of the label production for the service that you're using. It makes sure we don't overspend on our shipping costs per package."

Clifton Vaughan, CEO - Natural Baby Shower

Case study 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. 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.

"Scurri Connect has also allowed us to know what is the best method to send parcels, and to get the best rate."

Solution overview

Scurri Connect removed manual effort and errors, and increased processing speed by automatically generating accurate labels. It also allows the business to integrate new carrier services easily and offer more delivery options to its customers. Using the Scurri Connect 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. The people I've dealt with have been phenomenal, they ask about the problems, anything that might be holding us up, and there's always that commitment to making it as seamless as possible."

Clifton Vaughan, CEO
Natural Baby Shower

Introduction

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.

The company 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 of Natural Baby Shower which uses eco-friendly packaging, materials and manufacturing processes, and works with ethical businesses. The business 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."

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 Vic's hard work and Clifton's IT experience, saw them take the initial steps.

Key results and savings

50%

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Scurri Connect: Built for control, scaled for growth

Control costs
- ✓ Fully configurable automation
- ✓ Tailor carrier selection in a sophisticated way
- ✓ Faster labelling process saves time

Control issues
- ✓ Automated labelling system with pre-approval
- ✓ Issues and inconsistencies are identified early on
- ✓ Ongoing monitoring for constant optimisation

Control your operations
- ✓ Automated carrier and service selection
- ✓ Uniquely configurable rules
- ✓ Leading monitoring and tracking capabilities

Control growth
- ✓ Complimentary growth capabilities
- ✓ Enterprise scale for all your delivery processes
- ✓ International reach and cross-border capability

Control your offer
- ✓ Simple and automated service offers
- ✓ No-code rules engine
- ✓ Customised checkout options

Control experience
- ✓ Dramatically enhance your customer experience
- ✓ Category-leading customer service
- ✓ Industry-leading NPS and CSAT scores

Talk to us today to take control of your delivery management.

BOOK A CONSULTATION

New!

:: Scurri
Track Plus

Turn the post-purchase experience into a marketing opportunity

LEARN MORE