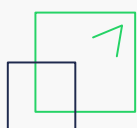# SikSilk
CASE STUDY

Scurri

Smooth delivery is a key enabler of growth

Removed human error and reliance

Eradicated delivery bottlenecks and blind spots

Improved quality and accuracy for greater scalability

Delivering control for SikSilk with Scurri Connect

Controling operations

The Scurri Connect platform provides the label, the real-time status of each order, and last-mile delivery tracking.

Controlling issues

With Scurri Connect, SikSilk can react quickly to international deliveries impacted by Brexit by having the flexibility to easily switch carriers through a single platform.

Controlling experience

Quality and accuracy of shipping has improved with advanced reporting and a fully scalable process.

"With Scurri Connect everything is far easier to interrogate. Our shipping process can be monitored and constantly improved."

Dean Jackson, Head of Logistics - SikSilk

Case study overview

The decision to engage Scurri was part of a broader systems upgrade that saw SikSilk re-platform its web business, and implement a new warehouse management system. As a scaling business with new demands on the logistics process, there were a number of issues to fix. The tipping point came when it was clear that delivery bottlenecks had the potential to impact customer experience. This resulted in difficulties tracking the status of orders, and being able to spot next-day delivery requests, or other service requirements.

"If you've got an issue with a carrier, you can make the switch quickly, you can have rule sets in readiness that you just turn on and off."

Dealing with disruption

Brexit was a challenge for SikSilk, in particular around harmonisation codes and the different customs requirements that its destination countries have. However, keeping on top of issues and identifying potential errors has become easier with the monitoring and exception reporting tools at its disposal. The Scurri Connect solution acts as a safety net, to make sure that each parcel complies with the prerequisites of each carrier.

"Scurri are really lovely people, really helpful. With Scurri you get that vibe that when they help a customer, it actually makes the product better."

Dean Jackson, Head of Logistics
SikSilk

Company profile

SikSilk is a youth-focused fashion brand that combines sports and streetwear styles. The company was founded in 2012 by three friends from Scarborough, North Yorkshire. With growth in each of the last ten years, it has expanded from a 'bedroom' brand to one that currently ships to over 180 countries.

The company has numerous localised, country-specific websites, where it gets the bulk of its eCommerce orders. It also has integrations with various marketplaces, such as Amazon and eBay, and distribution through major retailers like JD Sports, House of Fraser, Next, Sports Direct, ASOS, and Zalando.

The UK delivery operation is run from Scarborough. Outside Europe, SikSilk has a dedicated following in Chile, so is looking to start fulfilment operations in South America in the near future. With an increasingly complex logistics process, the company faces a number of ongoing challenges. However, in the last two years it has made considerable progress.

Solution overview

For SikSilk to achieve its aggressive growth targets, connecting and optimising the ordering, shipping and delivery process was a top priority. It needed a solution that would let orders flow seamlessly from its eCommerce stores, to the warehouse, and into the hands of customers. Since engaging Scurri, the company has been able to make improvements that will positively impact the business for years to come. The critical factor is the removal of human error, and over reliance on manual systems.

"Sometimes we wouldn't pick all the orders, there could be a shortage, or it wouldn't get shipped on time. So using Scurri Connect fixed that, it removed two full-time equivalents, and fully automated what those people did.

Using Scurri Connect de-skilled something that I found to be a bit of a black art, we had someone sitting there all day manually printing shipping labels."

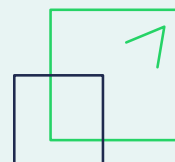Dean Jackson, Head of Logistics - SikSilk

Key results and savings
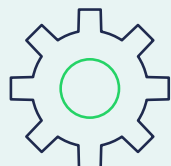
Removed human error and reliance

Eradicated delivery bottlenecks

Improved quality and accuracy for greater scalability

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