



**Low cost per label and better carrier rates**

**Significantly reduced delivery lead times**

**Marked improvement to customer experience**

### Delivering control for Beauty Pie with Scurri Connect

<p><b>Controlling offers</b></p> <p>Through a single, adaptable API integration, new last-mile carrier services are added quickly and cost effectively.</p>	<p><b>Controlling operations</b></p> <p>Scurri Connect's rules-based engine optimises carrier selection to improve delivery performance and customer experience.</p>	<p><b>Controlling costs</b></p> <p>Scurri Connect gives you the bargaining power to negotiate better carrier rates.</p>
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**"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."**

**Robin Watkins, Senior Logistics Manager - Beauty Pie**

### Case study overview

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. It needed to improve delivery lead times, control delivery costs, and increase their choice of carrier services.

"By giving us the stepping stone to negotiate better rates with our carriers, Scurri Connect is invaluable. The cost per shipping label is also lower, as we scale the business and grow our deliveries, the cost saving will also increase."

## Unrivalled support



"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 Watkins, Senior Logistics Manager  
Beauty Pie



"Our lead time has improved absolutely massively, and Scurri Connect 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."

Robin Watkins, Senior Logistics Manager  
Beauty Pie



## Company Story

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. Its logistics operation is based from depots in Milton Keynes and New Jersey.

## Solution overview

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 Connect platform has allowed it to manage its logistics network more efficiently.

In terms of the impact of adopting Scurri Connect, the company has seen a marked improvement in its order processing and delivery speed, resulting in a better customer experience. It has also experienced cost savings, better carrier rates, and improved system reliability.

"When an order is created in our Order Management System, Scurri Connect 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. We are customer-driven, and the reason we wanted to have a better solution was our delivery lead time."

Robin Watkins, Senior Logistics Manager  
Beauty Pie



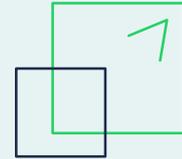
## Key results and savings



**Low cost per label and better carrier rates**



**Significantly reduced delivery lead times**



**Marked improvement to customer experience**

## 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.**

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**Scurri**  
Track Plus

Turn the post-purchase experience into a marketing opportunity

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