



**Fast, accurate shipment creation**



**Reliable, scalable process for international expansion**



**Lasting improvements to customer experience**

### Delivering control for DITA Eyewear



#### Controlling operations

The Scurri platform automates the labelling and shipping process based on rules set by the customer.



#### Controlling issues

The Scurri platform is instrumental in providing visibility of, and intelligence on, the entire shipping process.



#### Controlling offers

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

**"The biggest benefits of using Scurri have all been about improving the efficiency of internal processes, and far less shipping errors. With Scurri, everything is very smooth and quick now."**

**Orla Skally, Director of Operations - DITA Eyewear**

### Case study overview

With a growing global presence, and a loyal, established following, getting the logistics piece right first time, and within that, the seamless processing of orders, is something the company was keen to invest in.

For DITA's Director of Operations Orla Skally, the business benefits of adopting the Scurri solution fall into two camps. As well as solving its processing bottleneck, the Scurri platform was instrumental in offering visibility of, and intelligence about the entire shipping process. That way, if issues did occur, they could be resolved quickly and painlessly.



**"By adding new carriers, like An Post, and maximising our existing integration with DHL, we can offer more flexible service levels to our customers."**

### Personal, proactive support



"In terms of customer care, Scurri is very good. It feels local. Working with different partners as I do, it's hard dealing with support teams, Scurri is a very different feeling." Orla says.



"In terms of Brexit, we haven't had any issues shipping to the UK because everything just worked between Scurri and DHL. We got guidance on all the harmonisation codes, and documentation we needed. Everything just worked from there."

Orla Skally, Director of Operations  
DITA Eyewear



### Company profile

A niche product, DITA has grown a substantial following among celebrities, musicians, athletes, and fashion industry insiders around the world. Just a few of its celebrity clients include Lady Gaga, J-Lo, and actors The Rock, and Hillary Duff. DITA has two main product tiers, it started life as a sunglasses company, but now also does optical frames. In addition to its main brand, DITA launched Lancier, an active lifestyle brand. It also has Epiluxury, its flagship high-end offering, with pieces ranging from around €2,500, up to €5,000.

As well as eCommerce, the company has ten retail stores globally, B2B wholesale accounts, as well as distributors in territories like the Middle East. All products are handmade in Japan and are defined by quality materials and high levels of craftsmanship. The brand is predominantly better known in the US, with its biggest European markets in the Netherlands, France, Italy, and the UK.

### Solution overview

The relationship with Scurri started as a result of the need to move to integrated shipping. A stand alone integration with DHL meant having to rely on an outdated process. As a result of working with Scurri to add new carrier services and capabilities, the improvements to DITA's delivery offering are considerable. Being able to get its products into the hands of customers the most efficient way, has had both tangible and intangible benefits. Removing delivery barriers and order processing bottlenecks, and putting in situ a reliable, scalable process, is chief among them. In practical terms adding new carriers, like An Post, and maximising its existing integration with DHL, has allowed DITA to make lasting improvements to customer experience.

"Scurri is straightforward, it's easy to go in and set up the rules, it's easy to problem solve using the platform, and it is very reliable."

Orla Skally, Director of Operations - DITA Eyewear



## Key results and savings



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## Scurri delivery management software: 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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