

An eCommerce Brand at Heart



95%

UK Based Customers



7

Days a Week Delivery Service



30%

Growth Year on Year

Biscuiteers bake beautiful, hand iced biscuits. Each collection is presented in a gorgeous illustrated keep-sake tin designed to be kept long after the biscuits have been enjoyed.

The Biscuiteers team design the collections seasonally, so all consumers just need to do is choose from the range, add a gift message and Biscuiteers will do the rest. The biscuits are made from the finest ingredients, then lovingly hand-iced in the Biscuiteers bakery. From the packaging to the dispatch, everything is done by an artisan team of bakers, icers and eCommerce experts since 2007. The business is almost all online.

Using the Scurri solution, Biscuiteers was able to roll out a brand-new technology capability with no service disruption. The Scurri solution seamlessly plugged in and ensured that Biscuiteers were able to deliver great service – at scale – even through their busiest period, Christmas.

The Biscuiteers Origin Story: Why Send Flowers When You Can Send Biscuiteers?

Biscuiteers was founded in 2007 by Harriet Hastings and Stevie Congdon with the mission to offer a more unique, stylish and personalised gifting solution. Harriet and Stevie believed – and still believe to this day 'why send flowers when you can send Biscuiteers?'

Harriet and Stevie decided to launch collections of beautifully iced biscuits in fabulous packaging – a brand new way of gifting that would get people talking.

Sure, you can send flowers to your mother for Mother's Day, or chocolates to your better half for their birthday, but isn't that a bit of a cliché? Harriet and Stevie realised that no-one was offering biscuits, or more specifically, iced biscuits as gifts.

The media loved Biscuiteers immediately and publicised the Biscuiteers products widely. Biscuiteers was very soon up and running with



ABOUT BISCUITEERS

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Lauren Juster, Sales and Marketing Director - Biscuiteers

orders. The business moved into its first proper bakery in November 2007.

The business started online first, but very quickly it became apparent that there was an appetite for more. Within 3 months of launching, Biscuiteers were found in the prestigious Selfridges Food Hall, where the biscuits are still stocked today. The brand launched the Biscuiteers Book of Iced Biscuits in 2010, jam-packed with easy-to-follow icing tutorials and tips on how to bake and ice your own biscuits. In 2012, Biscuiteers opened the Notting Hill Icing Café and two years later, a second Icing Café in Battersea. Both Icing Cafés are completely "Instagramable" and house their experiential 'School of Icing', where people learn how to ice their own biscuits – as well as have Afternoon Tea. Today, Biscuiteers give lessons on how to ice biscuits, kid's classes, half term events, corporate team building days – anything to do with biscuits and icing.

In 2019, Biscuiteers moved into the 'Ministry of Biscuits', a new 'Biscuit HQ' with a Grand Icing Hall, Department of Dough, Biscuit post office and Biscuit Happiness department. The brand's headquarters in Colliers Wood, London also contains that all important despatch and deliver operation.

In late 2021, Biscuiteers opened a flagship store in Belgravia, continuing the theme of bringing an eCommerce brand to life in a physical location to create a kind of point of interest for customers.

Biscuiteers has been growing on average about 25-30% every year almost all of it online. To this day, the biscuits are still baked and iced in exactly the same way. From the beginning, Biscuiteers worked with people who understood the time and care that goes into making beautiful presents. One of the best things about

biscuits – apart from eating them – is their flexibility. Harriet and Stevie soon realised that there is a biscuit for every occasion: they are a blank canvas on which to express creativity. Each Biscuiteers set of biscuits is iced in a collection and released seasonally like a fashion brand with seasonal collections and handmade from start to finish using old fashioned production techniques.

The Sweet Smell of Success Brings Challenges

Gifting products are unusual with completely different dynamics to everyday consumer products.

Here's why:

Gifting is based around seasonal holidays:

The biggest spikes in demand in orders are Christmas, Valentine's Day, Mother's Day.

Year-round occasions:

Spikes in demand around seasonal interest are great but, what keeps an eCommerce business going is year-round occasions - birthdays, "Thank You", "Get Well Soon", new babies, new home and so on.

As a result, Biscuiteers is a 'gifting brand' as opposed to like a bakery, a confectioner – or, for that matter, a biscuit brand. However, "Biscuiteers is always at heart an eCommerce brand", according to Lauren Juster, Sales and Marketing Director for Biscuiteers.



BENEFITS OF USING SCURRI

"Biscuiteers were looking for somebody that could really step in with no service disruption. This is exactly what happened with Scurri."

Lauren Juster, Sales and Marketing Director - Biscuiteers

HOW GOOD SCURRI ARE

"Scurri stepped in and helped us out right at the last minute - the day before go live! We managed to get it sorted. I would say that the Scurri part of the new technology rollout was the smoothest, because it really just plugged in."

Lauren Juster, Sales and Marketing Director - Biscuiteers

"95% of customers are UK based, and more specifically, based in London and the Southeast of the UK. The customers are ABC1, matching the price point of the Biscuiteers collections which start at £6 for a single biscuit and go to £58 for the latest Platinum Jubilee offering."

The price point of Biscuiteers brings expectations from customers. If the brand promise is delivering an amazing gift experience, but it does not arrive on the day the gift is needed, be it a birthday, Valentine's Day or Christmas, then the core proposition goes up in smoke. As a result, the biggest challenge for Biscuiteers is to ensure they can deliver a high quality service to customers year-round. Indeed, the business has introduced a seven day a week delivery service to fulfil its brand promise.

Customer Needs and Carrier Requirements

The absolute need for a delivery to be made on the selected date means that Biscuiteers must work with lots of different carriers. The delivery promise must be kept by the carrier: if they say the package is going to be there on a certain day, it must arrive on that day. Biscuiteers have been let down before by previous carriers that have not been able to deliver on the promise. As a result, Biscuiteers have a strategy of not relying on one kind of carrier because if Biscuiteers want to promise that a gift will arrive on the Sunday of Mother's Day, the carrier must offer that Sunday delivery.

That's not the only challenge for the brand: because Biscuiteers is a gift, 85% of what is sent out does not go to the person who is ordering it. This means there is a slightly heightened anxiety around delivery, which causes an emotional connection around delivery

as the 'gifter' has chosen that day for a reason. Thus, the ability to offer tracking and visibility is absolutely key.

Most retailers will offer a nominated-day for delivery or have it delivered within two to three days. But for Biscuiteers, the ability to choose the day must be offered as standard. However, this creates a huge demand spike around key dates in the year, for example, Christmas, making resourcing for pick, pack and shipping a huge challenge.

As a result of this sales 'spikiness', Biscuiteers likes to bring sales forward with discounts for 'order now for a delivery at a later date' which helps them flatten the peaks in demand. Biscuiteers incentivise early shoppers for key seasonal occasions to 'bank' sales in advance to have the right resource in the business, and then let carriers know these three days are going to be very busy with three pickups a day.

Part of the programme to smooth out demand means that Biscuiteers offer nominated day delivery up to six months in advance, so customers can buy something now and choose a dispatch date several months later. From a delivery stand point, this means that Biscuiteers can differentiate between what is shipping now and what is being shipped in a few weeks' or months' time.

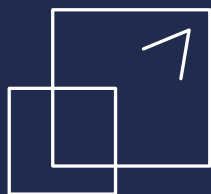
Enter Scurri

Originally, Biscuiteers made direct uploads to all of the different carriers they used. This meant some team member sitting in the warehouse manipulating five different CSV files to go to the likes of DHL, DPD and Royal Mail. This was completely unsustainable as it was so messy and manual.

Biscuiteers did roll out new software to automate the process of scanning and producing the correct label with



Benefits of Using Scurri Solutions



Scalable

Through busiest periods



Smooth Running

Through seasonal holiday spikes



Carrier Integration

Correct label for correct carrier

the right carrier and address. Very soon, however, this could not scale as it did not connect to the back-office software. It became quite apparent that Biscuiteers needed a centralised back-office system as they also manufacture and manage all of the dispatch in house – and the business has its own warehouse on-site.

The reason to do everything on-site comes back to the uniqueness of the Biscuiteers proposition. As Lauren Juster, Sales and Marketing Director for Biscuiteers explains:

“One of the unique parts of what we offer is personalisation on all orders. We offer a gift card with every order free of charge, but also, we offer personalisation across the collections, for example, an iced personalised message. We’ve always known that we’ll never be able to outsource that dispatch and we have a warehouse and the infrastructure in place to deliver a much more sophisticated offering.”

Scurri were recommended to Biscuiteers by Brightpearl, their back-office software. Back to Lauren Juster:

“Rolling out Scurri was part of a larger project. Biscuiteers introduced a new warehousing system called Peoplevox and the new back-office system from Brightpearl – and we were reconfiguring our warehouse at the same time. Scurri were part of a larger puzzle.”

Today, the Biscuiteers team in the warehouse use a handheld set to pick items off a shelf, scan it and pack it. When the parcel is packed, the package is scanned and the system ‘talks’ to Scurri. The Scurri solution spits out the correct label with the correct carrier as the final piece of the puzzle to generate the label, select the right carrier and tell the carrier about the package and that it’s on its way.

This order pick pack – courier workflow creates a domino effect by informing the warehousing system (Peoplevox) that the package has been shipped.

This in turn tells the back office software (Brightpearl) that packages have been shipped, which, in turn relays this to Magento, the Biscuiteers eCommerce platform. Magento triggers an email to the customer to let them know the package is on the way. And right through this seamless process, Biscuiteers have a tracking number which gets placed into confirmation emails to tell the customer the package is on its way.

Scurri Set-Up and Roll-Out

The rollout of Scurri in Biscuiteers was part of a bigger programme of work – part of a larger puzzle. The beauty of Scurri for Biscuiteers was that the rollout of the solution was fairly simple. Much of the work was ensuring that Biscuiteers configured the right shipping methods and that matched back to the warehousing system so that the information was all flowing through correctly. Most of this work was configured by Biscuiteers with guidance from Scurri. This approach turned out to be very useful as, when the inevitable last-minute corrections were required,



Biscuiteers were able to make their own changes and edits.

Indeed, right at the last minute, the Biscuiteers team had a slight panic that they were not going to be able to make a clear distinction between delivery dates and dispatch dates and the business has not been able to properly test that part of the functionality. As Lauren Juster, Sales and Marketing Director for Biscuiteers explains:

"What was really helpful was Scurri stepped in and helped us out right at the last minute - the day before go live! We managed to get it sorted, and, on the whole, I would say that the Scurri part of the new technology rollout was the smoothest, because it really just plugged in. Compared to the rest of the stuff that we

were doing, working with Scurri was a bit of a relief, because there were some big chunky things in there that we had to get right."

Scurri Delivers Reliability and Flexibility

The objective for Biscuiteers to get Scurri on board, was to ensure that the brand had a solution that wasn't just interoperable, but that would also scale as the business grew. The necessity to have a completely smooth running service, particularly through peak periods was paramount. Scurri delivered on this in spades working seamlessly right through Biscuiteers busiest Christmas ever.

Biscuiteers are trying to be a lot more in line with the bigger gifting retailers

in offering later cut-off points. The brand is moving from 13:00 cut off for next day delivery to 16:00 - and ideally wish to push this to 19:00. In addition, they are moving to seven-day-a-week delivery properly. Scurri will be an integral part of working with carriers to deliver on the Biscuiteers new delivery propositions.

Biscuiteers Future Plans

The second largest market for Biscuiteers is the US. The brand has reviewed their international offering and chosen to partner with DHL who offer a very good service within the US. The priority is strengthening the logistics side before they start marketing to an international audience. This is because Biscuiteers need to be sure they can fulfil at a good rate before investing in building the brand there.

"With Scurri, the absolute bonus for us was that it was so easy - it really was smooth.

I've done plenty of installations and that is not always the case. Everyone was incredibly helpful. They were willing to jump on a call even when we got panicky at the last minute. Just the ease of which Scurri has slotted into the business, taken the burden off this stuff, this is where the Scurri solution really adds value. That's the kind of light-shining beacon of the whole relationship."

Lauren Juster, Sales and Marketing Director - Biscuiteers

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

