Everything5Pounds

Scurri

From Rags to (eCommerce) Riches

everything5pounds.com

£

Multi-Million
Revenue Per Year

7-8m
Items Delivered Every Year

50%
Reduction in implementation costs using Scurri solutions

Everything5Pounds (E5P) started in 2010 in a classic entrepreneurial style: They spotted a gap in the market, took advantage of it – and grew exponentially.

It all started with one shop and one simple idea – selling fast-fashion – well before fast-fashion became popular. Today, E5P is an incredibly successful fast-fashion eCommerce business selling to numerous countries right across Europe with multi-million revenue, delivering 7-8m items to customers every year.

Using the full suite of Scurri solutions, Everything5Pounds has reduced its costs, integrated with carriers of all sizes across the UK and Europe as well as executing on its customer satisfaction and word of mouth expectations.

The Everything5Pounds Origin Story: From Rags to (eCommerce) Riches

In 2008, fast-fashion was barely known. Fashion fans did not boast about how much they saved on their shopping and purchasing from Primark was not something you told your friends about.

One shop in Portobello, London was struggling in the depths of the global financial crisis. Just make the tills ring, he priced everything at five pounds and called the shop "Everything £5" – where every item of clothing was just £5 – unheard of for 2008.

Portobello and Notting Hill are full of tourists and they quicky discovered the Everything £5 shop and started flocking to stock up on great fashion deals. E5P started procuring fashion items that were end of lines, cancellations stock or problem stock that was a headache to sell in other fashion outlets. Fashion stock was sourced across the UK and Europe to fulfil demand.

By 2010, the owner of E5P spent a paltry few thousand pounds

**CUSTOMER
SATISFACTION**

"Everything5Pounds has two main marketing tools: customer satisfaction and word of mouth. Working with Scurri means we can deliver on these two vital marketing levers."

Robert Kulawik, COO - Everything5pounds

setting up the first website. The first Everything5pounds online store opened in October 2010 and sales have been growing exponentially ever since.

Today, E5P is a pure direct to consumer eCommerce site with a clearance model that delivers cheap fashion for shoppers by buying stock that would otherwise have been burnt or turned into landfill. The business buys in bulk from other fashion retailers and wholesalers and sees itself as the solution to the headache that many fashion sellers have – what to do with stock that they cannot sell. E5P procures stock, buys it upfront and sells it online.

Success Breeds Success – But It Also Creates Challenges

Selling fashion online is vastly different to selling fashion through physical stores. And ten years ago, few of the tools that we are now familiar with to sell online were available. No cloud based off-the-shelf software, no product information management (PIM) solution to collect, manage, and enrich product catalogues, no warehouse management system – and, of course, no Instagram!

For E5P, their exponential growth created a huge problem: how to fulfil orders. As Robert Kulawik, COO - Everything5Pounds - explains:

"We had to write all the basic warehouse functionality systems ourselves – and we did this for years. But as we got more successful, the tech kept failing us. Any mention of E5P on a popular consumer website like Money Saving Expert or the Daily Mail would crush the website. We started looking for outside expertise and partnerships.

We built a new eCommerce site powered by Hybris to future proof the business. However, while that solves one problem, it creates a whole slew of new problems with carriers and fulfilment."

E5P soon found out that stock-keeping, pick-and-pack fulfilment and delivery through carriers is just as much a problem when an eCommerce site has a huge volume of orders. Robert Kulawik, COO:

"When I say big volume. I mean 2000-3000 orders a day requiring fulfilment seven days a week. Suddenly, marrying up orders to carriers was a nightmare. We had a whole department of people picking orders by hand from the warehouse and using staplers to attach the parcel labels to the order sheets. It was very troublesome and our nonfulfillment rate was quite high. We kept having problems with mixed orders."

The manual processes of printed orders, dispatch pages created using CSV lists and second or first class or – even special delivery – created a myriad of error-prone processes. The first solution that E5P came up with was to write a custom solution link into Royal Mail. E5P came up with an integrated label and tracking document system that allowed them to marry up the paper trail. But they still they had problems with inventory management, so the business decided to barcode all items and have a warehouse management system (WMS).

With a fast-growing business and a new technology platform to ensure E5P ran

"Everything5Pounds has a unique value proposition in that everything really is £5, but it doesn't have any gravitas as a brand. When potential shoppers hear that everything is a fiver, they don't really believe it's true and worry about quality and how soon the garment will fall apart.

Good testimonials from our customers are what drives our business to change this perception. This was always the case and still is today. Our trust in Scurri means that we can deliver on customer service both in the UK and internationally through the full suite of functionalities on offer. Take, for example, the fact that Scurri can offer a personalised tracking page for our customers – this really helps Everything5Pounds execute on its main marketing tool: customer satisfaction and word of mouth."

Robert Kulawik, COO - Everything5pounds

smoothly, another problem reared its head: integrations into carriers.

Carrier Integration

E5P realised in 2014 that fixing all the internal systems and processes with new technologies was one thing, but this did not solve the most important issue – getting E5P customer purchases shipped to their door. Customer service is the cornerstone of E5P success. The only way to keep customer service at a high level was to integrate their new systems directly into carriers who ship customer orders to their doors.

But there was a huge snag: Robert and the E5P team found that the cost was prohibitive. E5P had to pay to integrate any new carrier as well as pay for each label used. To make matters worse, some vendors who integrate into shippers would take a few months to switch on additional carriers – just in the domestic UK market. For any European market, the answer when asked about switching new carriers on was either:

> A resounding **'No'**
> *or*
> **'Yes, but it will cost you and take forever'**

Offering fast delivery options at checkout helps eCommerce conversions. Being able to offer a large network of shippers helps improve customer service. Repeat customers are created if there is easy self-service tracking and returns. However, none of these could really be addressed by E5P as the existing integration vendor had a lack of agility which was costing E5P dearly.

For example, E5P recognised that they

had a real opportunity to bring their E5P proposition to markets in Eastern Europe and the Balkans. Robert Kulawik from E5P believes that while:

> "The UK is a vast country, it is also a very developed eCommerce market and the customers have very high expectations – so there is only so much volume you can achieve in the UK, and yet our unique selling point is valid in all markets."

E5P specifically targeted Bulgaria, Romania, Lithuania, Latvia and Estonia as this is where organic growth had happened. Local carriers in those markets were very keen to gain volume and would offer great shipping rates to E5P and include E5P in their marketing materials. But E5P could not take advantage of this opportunity as their tech did not offer a clear and quick path to integrating with these shippers.

Enter Scurri

Robert Kulawik and the team at E5P were regular attendees at eCommerce events across Europe and were always on the hunt for eCommerce innovations that could improve their proposition. Robert comments that when he met the Scurri team:

> "I realised that there is other reality out there and I could finally see what good looks like. We needed these local custom carriers but our existing tech made it a hard, expensive and long process."

E5P met with the CEO of Scurri, Rory O'Connor. Robert Kulawik from E5P takes up the story:

Benefits of Using Scurri Solutions

50%
Reduction
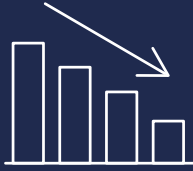
In implementation costs using Scurri solutions

100%
Ease Of Integration

Integrations with new carriers can happen very fast, without any hiccups, in record time

24/7
Insights

More insight on where and when packages would be delivered

HOW GOOD SCURRI ARE

"Scurri will stand behind you and support you when problems come. They don't hide behind some 24-hour SLA level response Scurri know that this is not good enough if you have a cutthroat business. They do not have any legacy issues that existing market players struggle with. Their platform was built using the latest tech meant the engagement is very efficient resulting in some great cost savings for clients like us."

Robert Kulawik, COO - Everything5pounds

"Rory and the team trusted that our vision is the right one and always understood the need for innovation. When we said to Scurri that we have these interesting but obscure carriers that we want to deal with but while there won't be much initial volume, the opportunity is fantastic, Scurri put in the effort to integrate that carrier just for us. E5P discovered how much more straightforward international logistics expansion could be purely because Scurri believed in our vision, and supported us with that vision. This was life changing for us."

Scurri Delivers Cost-Savings and Flexibility

The E5P margins are minuscule with high volumes and demanding customers. The brand cannot be offline for a day, afford to be playing catch up or have additional delivery costs that eat into existing razor thin margins.

As a result, any cost-savings resulting from dealing with external vendors flow to the E5P bottom line. E5P estimate that they saved at least 50% working with Scurri compared to dealing with their existing tech. These were just the tangible benefits.

According to E5P, it was not just the cost savings that mattered. The intangible side of working with Scurri was the ease of integration.

Ease of integration is an integral part of the Scurri proposition because of their API structure which means integrations with new carriers can happen very fast, without any hiccups, in record time and handle massive volume at incredible speed.

At any given time, E5P could be dealing with 12 or more carriers across the UK and Europe which must operate 24/7/365. Working with Scurri meant that E5P were able to have more insight on where and when packages would be delivered. Being able to tell an eCommerce customer where their parcel is because the reports are clear and fast really helps deliver on the customer promise. This is incredibly important when the majority of calls to E5P customer service ask 'where is

TRUST IN SCURRI

"Our trust in Scurri means that we can deliver on our customer service promise internationally through the full suite of product features on offer."

Robert Kulawik, COO - Everything5pounds

my parcel'? Scurri's clear reporting, tracking visibility and speed helped reduced customer service volumes as well as improving customer satisfaction because customers knew when and where parcels were going to arrive.

Robert Kulawik from E5P:

"The initial Discovery Phase with the Scurri team were so good back in early 2019. Everyone is always really concerned about changing any part of a tech stack or technology partner, but with Scurri as a partner, we soon found that we could start experimenting with new integrations because we now had partners that were willing to support us – which is invaluable. This is down to the nature of people at Scurri. They are very open, straight talking and efficient. They actually see you through all the way regardless of the hiccups."

The Future Plans of Everything5Pounds

Everything5Pounds now have a well-oiled eCommerce machine. Volumes are so strong that the business has access to unbelievable deals from the luxury and mid-market across the board. The business is working on some new customer propositions that are not just about everything being £5. The new propositions will be priced at completely different price points but still supplying unheard of deals with big name brands to the customers.

The second growth trajectory for E5P will be to tap into even more international markets. In a post-Brexit world, the taxes and duties and logistics flow are more challenging, but still achievable particularly for a brand with such an international outlook. Scurri will be part of this expansion in the future, as more markets mean more carriers, more propositions create new delivery requirements – the opportunities will continue to grow.

"You know, the Scurri guys are great.

Scurri put in the effort to integrate specific carriers just for us. E5P discovered how straightforward international logistics expansion could be because Scurri believed in our vision, and importantly, supported us on the delivery. Our relationship with Scurri was life changing for our business and remains a key component for our customer satisfaction."

Robert Kulawik, COO - Everything5pounds

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

Biscuiteers
CASE STUDY

:: Scurri

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

"Biscuiteers was founded in 2007 by Harriet Hastings and Stevie Congdon with the mission to offer a more unique, stylish and personalised gifting solution. No-one was offering biscuits, or more specifically, iced biscuits as gifts. Harriet and Stevie believed – and still believe to this day 'why send flowers when you can send Biscuiteers? Biscuiteers has grown enormously with almost all of it online. To this day, the biscuits are still baked and iced in exactly the same way"

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.

"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
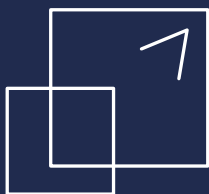
Scalable
Through busiest periods

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 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

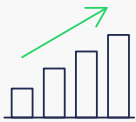## Talk to us today to learn how we can solve your business challenges.

Butternut Box

:: Scurri

Delivering nutrition for dogs everyday

Butternut Box

Growth
The company has grown substantially in recent years

£40m
Venture Capital Recieved

500 staff
Across UK, Netherlands, and Ireland

Butternut Box is a UK-based online retailer offering a subscription meal service for dog owners, delivering fresh, cooked food for dogs made with simple, healthy ingredients.

The brand offers six fresh meal recipes, three baked biscuit recipes, and three air-dried treat recipes, with tailored plans to suit each dog's dietary needs.

The company has grown substantially in the last few years, receiving over £40m in venture capital and expanding to 500 staff across the UK, Netherlands, and Ireland. Using the Scurri platform, Butternut Box was able to widen its choice of fulfilment carrier, open up new markets at pace, and focus on delivering a first-rate customer experience. Instead of tying up resources on updating APIs, platform maintenance, and integrating with new carriers, the business can focus on satisfying its customers - and their pets!

The Butternut Box story

Butternut Box was founded in 2016 by two friends, Kevin Glynn and David Nolan who started the company because they couldn't find fresh food for dogs. The food that did exist didn't look or smell that appetising. The friends came up with the concept and decided to test it out with friends and family who had dogs. The feedback was excellent.

Fast forward to today and Butternut Box is well positioned to benefit from strong consumer demand for high quality

ingredients, healthier choices, and personalised offerings for their dogs.

The Butternut Box platform uses algorithms to meet the individual needs of each pet by asking owners to complete a 90-second factfind, including details such as their dog's weight, age, breed, activity level, and allergies. The team then works out how many calories a dog needs and tailors a selection of meals, portioned into one pouch per day.

The Butternut Box team uses human-quality meat and vegetables to create simple meals with the right balance of vitamins and minerals for dogs of every age.

Next day delivery incredibly important

Butternut Box customers are looking for high quality food and the convenience of delivery straight to their door. Customers can order through a website, an app, or through a customer call centre.

The product is unique in that it is cooked fresh and then frozen. Customers get their Butternut Box delivered every two, three, four or six weeks depending on their choice, and the size of their dog. Freezer space is also an important factor in how much is delivered at any one time.

Product delivery is an incredibly important part of the Butternut Box customer experience. As the products must be delivered frozen, there is an absolute need for delivery to be made the next day. This means that the company must work with the correct carrier who can match their customer needs. For the fulfilment team, the 'last mile' is very important and means that the team cannot use Royal Mail in the UK.

Key takeaways

01
Delivery is a vital part of the Butternut Box customer experience.

02
Absolute need for delivery to be made the next day.

03
Last mile is very important and the company needs the right carriers.

04
International expansions meant having multiple carriers in each market.

05
To offer customers choice they needed to onboard far more carrier delivery options.

06
Significant challenges in selecting and integrating with local carriers in new markets.

07
Rolling out into new markets is now far easier by plugging into existing APIs.

08
Finding the right partner to solve these challenges was critical.

09
More choice and a better customer experience.

10
Working directly with multiple carriers and constantly maintaining connectivity was not scalable.

11
Using Scurri they are able to connect to new international and existing carriers easily.

12
Strategic decision to leave the connectivity to the experts and focus on the product offering.

"Butternut Box is a very customer-centered business. Nothing is worse for our customers than not getting the box and food that they need for their dog. So getting that delivery right every single time is critical to our business. Hence why we have partnered with Scurri as we need to ensure that our customers get their dog's food when they need it, on time and in full."

Niall Paterson, Director of Engineering - Butternut Box

Launching in new markets

Focused on the UK market for the first few years of operation, up to 2020 Butternut Box was a single country, single carrier operation using DPD. However, the opening of new markets in Ireland and the Netherlands meant having local fulfilment centres and new carriers. The company faced the challenge of finding and connecting to carriers tailored to their specific business needs.

Niall Paterson, Director of Engineering takes up the story:

"To grow the business, it was natural that we would start looking at markets outside of the UK. There were challenges in terms of both selecting and integrating with local carriers in these new markets. Finding a partner who could solve this challenge was a critical part of our selection process. Working with Scurri meant that we found a provider who knew what would work to grow our business in international markets.

It was clear to us from day one that if we wanted to go down the road of having multiple carriers in each market, it would be easier to start with a better platform.

Instead of working directly with multiple carriers and having to constantly maintain or rebuild connectivity, we realised that this was not scalable. Indeed, we had been fortunate enough to have seen other companies attempt to launch in other markets and fail, so we learnt to do it right from day one." Paterson adds.

Going the extra mile

Many successful eCommerce businesses eventually reach a plateau of growth and competency. To offer a choice to their customers, they need to onboard a lot more carrier delivery options and ensure that the 'last mile' works. However, as Paterson points out, this means that the eCommerce brand must make a strategic choice: "Build and maintain connection with a series of carriers and use engineering team expertise to spend time managing this connectivity, or choose to leave the connectivity to the experts and focus on advancing the product offering."

With this frame of reference in mind, Paterson explains the selection of the Scurri platform:

"With our international expansion, Butternut Box needed to integrate into different carriers. This would have meant tying up lots of resource requirements in terms of both people and time to connect to new carriers.

First, there is the initial integration effort, the time to spin up each new carrier is significant, up to three months. Secondly, there are always nuances in each integration; the integration depends on the carrier themselves. Finally, there is the quality of their API and the ongoing maintenance in case of changes in specifications."

Butternut Box has 35 engineers working on the core tech and logistic stack and the work allocated to each of them is critical in terms of managing resources. The benefits of dealing with Scurri in the context of scarce and expensive

Top pain points and how we solved them

Managing labels for each carrier in separate portals

Scurri offers a single portal to use and apply labels for every carrier

Selecting and integrating with local carriers in new markets

Scurri offers fast and flexible connection to a network of global and local carriers

WISMO queries a big issue

Scurri reduce WISMO queries with order tracking through the full journey

Ensuring that customer support in last mile works

Scurri connects carrier and customer systems to ensure they work together

Constantly maintaining or rebuilding carrier connectivity

Scurri offers the ability to plug into existing APIs, maintaining all carrier integrations seamlessly.

Needed next day delivery at scale

Scurri's rules-based engine optimises carrier selection for each order

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"We've got about 35 engineers, with about four or five working on the core logistics operation side. These are the engineers who own the Scurri integration. The Butternut Box engineers really enjoy working with the Scurri API and have found it super reliable and it's been a bedrock for us on the operations and software engineering side."

Niall Paterson, Director of Engineering - Butternut Box

resources is easily explained by Paterson:

"Rolling out into new markets from the operational side has been easier because we've been able to plug into existing APIs. We can roll out to more carriers quickly as we don't have to think about maintenance of APIs or anything like that. Using Scurri has allowed our engineers to focus on the more value-add side of the business. We simply could not do as good a job ourselves."

Operational ease

Scurri offers a single portal for the customer service team to use and apply

labels without having separate portals for every carrier such as DPD in the UK, PostNL in Holland, or An Post in Ireland. In terms of onboarding, Paterson explains that:

Everything was pretty smooth in terms of the onboarding - there was no real need to be too involved - it just worked.

Instead of constantly iterating on the kind of carriers Butternut Box would like to use, working with Scurri makes it easier for them to try something out

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"The flexibility of being able to spin up carrier selection and operations using Scurri during our expansion to the Netherlands and Ireland relatively quickly was a huge bonus. It saved us lots of time, energy and headaches."

Niall Paterson, Director of Engineering - Butternut Box

quickly, see if it works, and then ramp up or roll it back. As Paterson describes it:

"Even the ability to choose to operate a new carrier next week in an existing market is very powerful. Using Scurri, we are able to connect to new international carriers easily, but it's just as quick to do it in an existing market. This makes it easier in terms of giving customers more options, more choice and a better customer experience without having to spend three months working through a new API."

Future plans

The future focus of Butternut Box will still be customer-centricity, "we will continue to push more convenience and choice for our customers. Recently, we

launched an on-demand extras box in case customers need to get more extras between their standard box delivery or just get treat products on their own." Paterson says.

The company has just launched an app to make it easier for customers to manage their account, make changes when needed, and make sure they're getting what they actually want.

Regardless of what the new customer propositions are, Butternut Box will still be using the same Scurri API integration with the likes of DPD, Yodel, PostNL and An Post. As Paterson says, 'there is nothing worse for our customers than not getting the food that they need for their dog. So, getting that delivery right every single time is critical to our business. Scurri plays a large part in getting the customer delivery right first time and in full. We believe it is better to leave it to the experts.

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

As Director of Engineering, my view would be that the engineering team would have to be bigger if we were integrating multiple carriers each time. As an added bonus, the Scurri support is helpful, timely, and always gets us sorted in terms of what we need."

Niall Paterson, Director of Engineering - Butternut Box

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