



From Rags to (eCommerce) Riches



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.



Multi-Million
Revenue Per Year

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



7-8m
Items Delivered Every Year

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.

Portobello and Notting Hill are full of tourists and they quickly 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.



50%
Reduction in implementation
costs using Scurri solutions

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.

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



BENEFITS OF USING SCURRI

"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

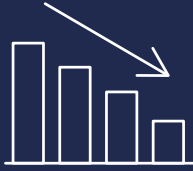
Robert Kulawik and the team at E5P were regular attendees at eCommerce events across Europe and were always on the hunt for eCommerce innovations that could improve their proposition. Robert comments that when he met the Scurri team:

"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.

