



## Opening up new markets at pace

Butternut Box



### Saved money on carrier integration

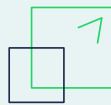
Working with Scurri Connect allowed Butternut Box to meet its cross-border expansion goals by adding new international carriers at no additional cost. By not restricting the number of carriers it has access to, or only allowing it to pick from certain subsets, Scurri Connect was instrumental in helping the business control delivery costs.

★ No restrictions on number of carriers

★ No charge for additional carriers when an existing integration is in place

★ New carrier integrations can also be added at no extra cost

## Delivering control for Butternut Box with Scurri Connect



### Controlling growth

Fast and flexible connection to a network of global and local carriers.



### Controlling experience

Ensured that last mile support works by connecting carrier and customer systems to work together.



### Controlling costs

Maintains all carrier integrations seamlessly without rebuilding connectivity using in-house resources.

"There were challenges in terms of both selecting and integrating with local carriers in new markets. Working with Scurri meant that we found a provider who knew what would work to grow our business in international markets."

Niall Paterson, Director of Engineering - Butternut Box

## Case study overview

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.

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

## Operational ease

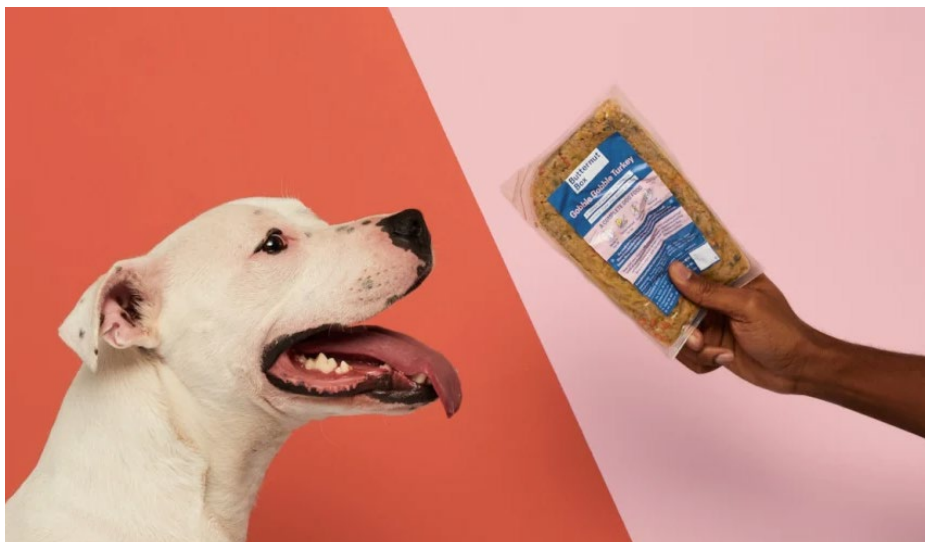


Scurri Connect offers a single portal for the customer service team to use and apply labels without having separate portals for every carrier such as DPD in the UK, PostNL in Holland, or An Post in Ireland. Instead of constantly iterating on the kind of carriers Butternut Box would like to use, working with Scurri Connect makes it easier for them to try something out quickly, see if it works, and then ramp up or roll it back.



**"With Scurri Connect, the absolute bonus for us was that it was so easy and smooth. The Scurri support is helpful, timely, and always gets us sorted in terms of what we need."**

Niall Paterson, Director of Engineering  
Butternut Box



## Company story

Butternut Box is a UK-based online retailer founded in 2016 by two friends, Kevin Glynn and David Nolan. It offers 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 treat recipes, with tailored plans to suit each dog's dietary needs.

The Butternut Box platform uses algorithms to meet the individual needs of each pet by asking owners to complete a 90-second fact find, 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 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.

## Solution overview

The opening of new markets 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.

As Niall 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 Connect 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.'

The result has seen the company move to next day delivery at scale, optimise carrier selection using Scurri Connect's rules-based engine, and reduce WISMO queries with order tracking through the full journey. The future focus of Butternut Box will still be customer-centricity, as it continues to push more convenience and choice for its customers.



## Key results and savings



**100% guaranteed next-day delivery at scale**



**360° view. Reduce WISMO queries with order tracking through the full journey**



**Faster, more efficient international expansion**

## 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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