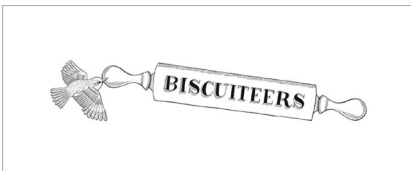




# Delivering an amazing gift experience



**365 days a year**  
Moved to reliable seven-day-a-week delivery

**100% scalable**  
Scaled delivery proposition through peak periods

**360° view**  
Enhanced tracking and visibility

### Delivering control for Biscuiteers with Scurri Connect

<p><b>Controlling offers</b> Delivered a completely smooth running service, working seamlessly through peak period.</p>	<p><b>Controlling operations</b> Configured the right shipping methods that matched back to the warehousing system so information flows correctly.</p>	<p><b>Control experience</b> Moved to seven-day-a-week delivery, with Scurri Connect an integral part of Biscuiteer's new delivery proposition.</p>
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"Compared to the rest of the stuff that we were doing, working with Scurri Connect was a bit of a relief, because there were some big chunky things in there that we had to get right."  
**Lauren Juster, Sales and Marketing Director - Biscuiteers**

### Case study overview

For Biscuiteers, the ability to choose the delivery day must be offered as standard. However, this creates a huge demand spike around key dates in the year. The absolute need for a delivery to be made on the selected date means that Biscuiteers must work with lots of different carriers.

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.

The necessity to have a completely smooth running service, particularly through peak periods was paramount. Scurri Connect delivered on this and more, working seamlessly through Biscuiteers busiest ever Christmas.

**"Just the ease of which Scurri Connect has slotted into the business, taken the burden off this stuff, this is where the Scurri solution really adds value."**

## Smooth running operations



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 Connect. 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.



**"We 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



## Introduction

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

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?' They decided to launch collections of beautifully iced biscuits in fabulous packaging – a brand new way of gifting that would get people talking.

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.

## Solution overview

The absolute need for a delivery to be made on the selected date means that Biscuiteers must work with lots of different carriers.

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.

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.



## Key results and savings



### 365 days a year

Moved to reliable seven-day-a-week delivery



### 100% scalable

Scaled delivery proposition through peak periods



### 360° view

Enhanced tracking and visibility

## 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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New!

**Scurri**  
Track Plus

Turn the post-purchase experience into a marketing opportunity

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