

Powering delivery innovation at The Perfume Shop



THE PERFUME SHOP

24%

Reduction in extra headcount needed during Peak

18%

Of orders now "ship from store" facilitated by Scurri

10%

Estimated increase in sellable inventory thanks to "ship from store" facility

99.2%

Shipments out on time

Delivering control for The Perfume Shop with Scurri Connect



Controlling operations

Scurri Connect provides TPS with the reliability needed to optimise their warehouse operations.



Controlling costs

Efficiencies achieved with Scurri Connect have helped TPS reduce additional headcount during Peak.



Controlling Experience

Consistent speed of delivery and innovative ship from store options have led to an improved customer experience.

Scurri have an ethos of simply getting things done, so onboarding with Scurri was easy!

Sean Wallis, Supply Chain Director - The Perfume Shop

Improving the customer journey while driving profit

When market-leading fragrance retailer The Perfume Shop (TPS) invested £2.5m in cutting-edge warehouse tech at their Dunstable warehouse, they needed a high-performing delivery management partner who could help maximise their return on investment. TPS chose Scurri as their delivery management provider to provide them with the reliability, support and innovation needed to optimise their delivery management. The Perfume Shop have also signed up for Scurri Track Plus - our post purchase communications tool that helps retailers take control of the customer delivery experience.



"With Scurri we've been able to build volumes with none of the friction."

Sean Wallis, Supply Chain Director - The Perfume Shop

Exceeding customer expectations



"It's clear from our reviews that the speed of delivery frequently exceeds our customers' expectations and Scurri plays a big role in that."



"Since switching to Scurri, the time we've saved by not dealing with issues has allowed our broader team to focus on what matters; improving things for our customers and our business."

Sean Wallis, Supply Chain Director
The Perfume Shop



Introducing The Perfume Shop

Highly regarded as a market leader of omnichannel retail, TPS is the UK's largest specialist fragrance retailer with 209 stores across the UK & Ireland as well as an industry-leading eCommerce offering. TPS is part of AS Watson Group, the world's largest international health and beauty retailer.

Powering more fulfilment through reliable, seamless technology

Before switching to Scurri, lack of system reliability was often a problem for TPS. "Whether it was running out of labels or the whole system going down, reliability problems were a frequent occurrence and became particularly problematic during peak season," mentions Sean Wallis, TPS Supply Chain Director. TPS were able to shield customers from these issues - but it often came at significant efficiency costs within the warehouse.

"Prior to partnering with Scurri, we had three Black Fridays where we couldn't

fully process orders for the first half of the day due to system reliability issues," mentions Sean. "The average basket size at TPS is north of £20, and if the system is down during Peak it can impact thousands of orders."

In contrast, Sean mentions that during the first Peak with Scurri, the reliability of the Scurri system enabled TPS to exceed all previous Peaks with no performance issues.

"There was a palpable, positive buzz and momentum in the warehouse brought on by the reliability of the system. During Peak times, we typically bring in around 250 people for orders placed online. With the efficiencies achieved through packing which has been facilitated by Scurri, we've reduced that increase needed at Peak times to around 190. That's 24% less additional headcount needed!"

Sean Wallis, Supply Chain Director
The Perfume Shop





Improving warehouse operations through efficiency and reliability

Prior to working with Scurri, delivery management issues got escalated to TPS management on a regular basis - forcing TPS personnel to step in and solve unwanted delivery problems. Now management no longer need to deal with such escalations because the issues don't exist.

The seamless operations have translated into faster shipping times - since onboarding with Scurri, shipments out on time have been as high as 99.2%. "The biggest compliment I can pay Scurri is the fact that we never have to talk to you!" mentions Sean. "With Scurri, everything runs seamlessly".

Driving improvements in profitability and sustainability

Continuously driving improvements in profitability and sustainability has always been top of the agenda for TPS - and Scurri's technology has provided the stability needed to power these improvements.

"Our new system has enabled us to get a reduction in packaging of 40%.

Smaller packages means more orders can fit on fewer trucks," mentions Sean Wallis.

"Thanks to the speed of Scurri, we can get orders processed quicker meaning we're shipping more products, faster, and more sustainably."

Sean Wallis, Supply Chain Director
The Perfume Shop

Another factor contributing to TPS' sustainability and profitability is their ability to "ship from store" - a process facilitated through Scurri.

For example, products ordered within Northern Ireland will be shipped from a Northern Ireland store if possible, rather than the Dunstable warehouse. This process, facilitated through Scurri's technology, has reduced emissions and enhanced profitability as it has maximised sellable inventory by an estimated 10%.

"18% of our orders are now being fulfilled through stores - a delivery option which has been facilitated by Scurri."

Sean Wallis, Supply Chain Director
The Perfume Shop

Enhancing the Customer Delivery Experience (CdX)

Customer experience across all touch-points is paramount for TPS. One innovation that Scurri facilitated was providing delivery options at checkout - including delivery or click and collect.

Innovations like this, as well as speedy delivery, have helped TPS Trustpilot ratings continue their steady ascent, with a large volume of customer reviews consistently complimenting the delivery experience.

Set up for future innovation

With an increase in revenue in 2023 that has been largely fuelled by innovation, TPS are on a continued growth trajectory. As TPS continues to redefine what omnichannel retail excellence looks like, having a flexible delivery management partner they can rely on with the ability to plug into different carriers and offer new delivery options is critical to their success

The Perfume Shop have also signed up for Scurri Track Plus - our post purchase communications tool that helps retailers take control of the customer delivery experience. "We're particularly looking forward to implementing the branded tracking timeline, branded tracking emails and estimated delivery date, further improving the customer experience and extending the visibility of The Perfume Shop brand during a time of peak engagement," mentions Sean Wallis.

"Offering our customers unique experiences and being the first to market with new offerings is critical for The Perfume Shop - and Scurri makes that possible."

Sean Wallis, Supply Chain Director
The Perfume Shop



Key results and savings

24%

Reduction in extra headcount needed during Peak

18%

Of orders now "ship from store" facilitated by Scurri

10%

Estimated increase in sellable inventory thanks to "ship from store" facility

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.

BOOK A CONSULTATION

New!

Scurri
Track Plus

Turn the post-purchase experience into a marketing opportunity

LEARN MORE