



# IMPROVING WAREHOUSE PRODUCTIVITY FOR DARCEYS

## myCCL & ONE CLICK DISPATCH

### ABOUT DARCEYS

Trading since 2012, Darceys sells a range of luxury scented candles and melts directly online, and via sales reps who place orders through a web portal.

With £90 million per year spent on candles in the UK, Darceys had ambitious plans to increase its market share by growing both sales channels.

**myCCL is fantastic!**  
I'm really pleased with the time it's saving, especially during peak times and as our business is growing fast."

Jackie Dalziel, Director

### THE CHALLENGE

With orders increasing to over 200 per day, Darceys urgently needed to improve the warehouse process from its existing manual, paper-based one.

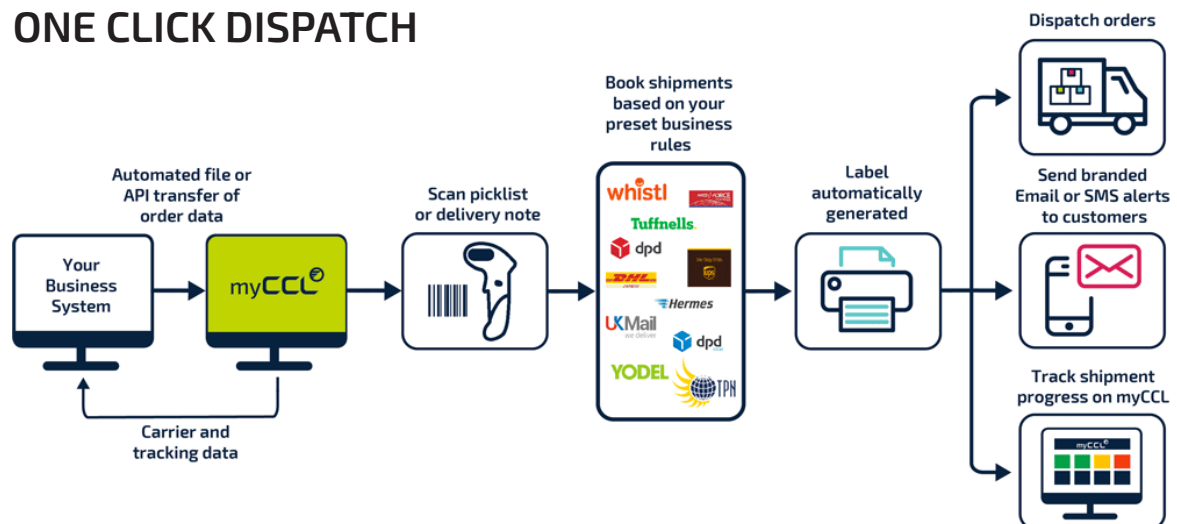
It also experienced seasonal peaks at Christmas, Mother's Day and Valentine's Day and struggled to manage the demand.

The increase in volume of orders, along with the manual dispatch process, created a backlog and put pressure on the warehouse, causing delays in getting orders out in the same day they were packed. Without incurring additional labour costs, this prevented the business from growing.

### CCL SOLUTION

- **One Click Dispatch**  
Automated booking and carrier label generation
- **Business Rules**  
Automatically select the right carrier based on geographical location, country or service
- **3 x myCCL Dispatch Stations**  
Label printers and scanners
- **Automated File Transfer**  
Removes the need for manual order data entry
- **Customer Experience Solution**  
Email notifications create a consistent branded experience for all carriers and reduce WISMO calls

## ONE CLICK DISPATCH



### THE SOLUTION

myCCL's One Click Dispatch solution was identified as a way to increase the volume of orders Darceys was able to dispatch daily, while reducing the labour involved and in turn saving time and money.

An automated file transfer was set up that pushed orders from Darceys' website to myCCL, removing all manual data entry and eliminating mistakes.

Three PCs were set up as myCCL Dispatch Stations, with label printers and scanners. The Packing Team scan the pick lists and Business Rules then automatically generate the booking and create the shipping label, based on the most cost effective carrier and service for that order.

The solution went live in under four weeks, including system integrations, process changes and user training.

**CCL did a great job training our team and were onsite the day we went live to make sure everything ran smoothly."**

William, Operations Manager

### THE RESULTS

Implementing myCCL and One Click Dispatch in the warehouse has saved Darceys 10 hours per day in labour. This has resulted in one member of the team, who previously generated the shipping labels, now adding greater value elsewhere in the business.

Automating the data transfer means no double handling or manual data entry errors. This is critical during peak periods, as Darceys can keep up with demand, without the need to hire and train additional staff.

As well as increasing the number of orders picked and packed each day, all picked orders are now dispatched on time, every time.

Using myCCL, Darceys' customers now receive Branded Tracking emails, which help reduce WISMO calls to the business, and free up customer service time.

Darceys is also able to track all shipments on the myCCL dashboard, making it easy to deal with customer queries.

As a result of the time and cost savings, Darceys has been able to expand into new markets, for example into Europe, with minimal disruption to the warehouse process.

### SUMMARY

- 10 hours per day saved on labour
- 100% of orders picked now dispatched on time
- 90% increase in number of orders dispatched daily