

myCCL AND ONE CLICK DISPATCH INCREASING WAREHOUSE EFFICIENCY FOR DENIS RAWLINS

ABOUT DENIS RAWLINS

Founded in 1969, Denis Rawlins Ltd supplies innovative cleaning solutions to businesses. These solutions provide a scientific, hygienic clean and guarantee a return-on-investment. As it has grown over the years, several companies and products have been brought into the Denis Rawlins family.

“CCL have helped us reduce our logistics costs across our brands. With the team now using myCCL the warehouse, efficiency has drastically increased and we can process more orders in less time.”

Mark O'Sullivan,
General Manager, Denis Rawlins

THE CHALLENGE

Denis Rawlins used a single OMS (Order Management System) Apex IT's Interprise Suite, for its family of brands. Each brand used its own database and followed a different process for picking, packing and dispatching orders, with different carriers. Denis Rawlins' team also had to access each carrier's platform individually to book and track jobs.

The result was a fragmented, resource-heavy, time-intensive shipping process.

CCL SOLUTION

- One multi-carrier management platform, myCCL, for booking shipments, creating labels and tracking all orders
- API integration to push data to myCCL platform
- myCCL Business Rules to choose the best carrier and service for each order
- One Click Dispatch to automate label generation in the warehouse
- Customer Experience Solution for milestone delivery status emails, linked to different Branded Tracking pages for each of Denis Rawlins' brands

IMPLEMENTATION

CCL worked with Denis Rawlins to integrate myCCL multi-carrier management platform with its OMS (Apex IT's Interprise Suite) to enable all shipments to be booked, labelled and tracked in one place.

Multiple dispatch stations were established in the warehouse, to enable One Click Dispatch to generate labels without jobs queuing.

Then CCL worked with Denis Rawlins to create myCCL Business Rules that automatically select the best carrier and service for each order.

Next CCL trained the Denis Rawlins team on using myCCL Reports, which show spend and delivery performance analysis.

Customer Experience Solution was also implemented, allowing Denis Rawlins to deliver branded tracking updates for each of its brands, with links back to their webpages.

Working with CCL we have created long-term efficiencies and future proofed the dispatch part of our business. The myCCL system has enabled a consistent easy-to-use process for our team."

John Traynor, Group Financial Director, Denis Rawlins



THE RESULTS

myCCL freed Denis Rawlins from consulting multiple carrier's platforms, which has saved time, reduced costs and increased the consistency of its dispatch.

Integration of One Click Dispatch and Interprise Suite reduced manual data entry in order processing, cutting errors and increasing productivity.

Now myCCL's Business Rules automatically select the best carrier and service for each order, helping Denis Rawlins make savings with least cost routing.

Denis Rawlins can also analyse spend and delivery performance on myCCL Reports, increasing its supply chain transparency and strategic planning.

Customer Experience Solution has reduced the number of WISMO (Where is my Order) queries directed at the business, saving time.

When Denis Rawlins does get WISMO queries, the Customer Service Team can track all shipments on myCCL's dashboard, with any problems clearly highlighted in red. This allows the team to focus on proactively resolving these issues for customers.

SUMMARY

- myCCL multi-carrier management platform works to save time in the dispatch process
- API integration with Interprise reduces manual data entry errors
- myCCL Business Rules work to increase profit with least cost routing of jobs
- One Click Dispatch enables automated label generation in the warehouse, to increase throughput
- Customer Experience Solution sends milestone delivery status emails to save time handling WISMO calls

