

MULTI-CARRIER SHIPPING THAT FUELS B2B AND B2C BUSINESS GROWTH FOR ESPRESSO SOLUTIONS

ABOUT ESPRESSO SOLUTIONS

Founded in 2012, Espresso Solutions is a distributor of leading-brand barista equipment and accessories, for both B2B and B2C markets. Its stock ranges from coffee machine supplies to water treatment tools and beyond.

“ We have been able to introduce more services and are able to trial a new carrier quickly and easily, with little stress. This solution gave us flexibility and allowed us to turn on European services quickly, when we were experiencing difficulties with our normal couriers.”

Ciro Culurciello, Operations Manager, Espresso Solutions

THE CHALLENGE

When launching, Espresso Solutions sold specialist coffee equipment and accessories to trade customers. However, toward the end of 2019, the pandemic hit, and an increasing number of people invested in professional coffee equipment for their homes. This meant that Espresso Solutions' market grew to include the public, which added increased pressure on its supply chain.

The Espresso Solutions team prides itself on great customer service, as well as next-day delivery. However, as demand for its product increased, it needed to escalate productivity to maintain these goals.

At the time, Espresso Solutions was manually processing orders, using CSV exports from Interprise, its ERP (Enterprise Resource Planning) software to relay delivery information to the multiple carriers that it used to deliver goods.

Espresso Solutions also managed the relationships with the carriers themselves, which meant a lot of time was spent tracking shipments across multiple contact centres.

The company sought a solution to help it meet these challenges, without having to hire temporary staff.

CCL SOLUTION

- myCCL multi-carrier management platform to book and track parcels and pallets
- Paperless picklists to help reduce carbon footprint
- One Click Dispatch for automated label generation
- Branded tracking updates with the Customer Experience Solution

IMPLEMENTATION

By choosing CCL, Espresso Solutions was able to maintain its existing carrier relationships, while taking advantage of CCL's rates with other carriers and services, to offer greater delivery choice to its customers.

Working with Espresso Solutions, CCL integrated myCCL into its existing ERP system. This allowed it to manage its carrier activity — from booking to tracking — on a single platform.

Now myCCL dashboard provides an instant view of all shipments, making it easier for the team to answer customer queries quickly.

myCCL has also allowed Espresso Solutions to reduce its use of paper in the pick-pack-dispatch process.

Instead of using paper pick lists, Espresso Solutions now uses iPads with digital pick lists that contain barcodes with the order numbers. These barcodes can be scanned into myCCL so One Click Dispatch can run Business Rules to automatically select the right carrier and service, eliminating errors from manual decision-making.

Finally, Espresso Solutions has reclaimed its post-purchase experience, by using CCL's Customer Experience Solution to provide branded tracking updates. Now Espresso Solutions can give customers branded milestone notifications, direct them back to the website, ask for feedback and serve them a paperless delivery note; all after their purchase.



THE RESULTS

myCCL One Click Dispatch has saved the Espresso Solutions team around two hours each day, dramatically reducing the time spent completing admin tasks, which has freed them up to focus on other tasks, increasing their productivity.

CCL's Customer Experience Solution has also improved communication between Espresso Solutions and its customers, reducing WISMO queries and keeping the business at the front of the customer's mind after purchase.

SUMMARY

- More delivery choice for Espresso Solutions' customers with CCL multi-carrier shipping
- Increased sustainability with paperless pick lists and customer delivery notes
- Two hours saved a day by increasing automation with One Click Dispatch
- Reduced WISMO calls with myCCL Customer Experience Solution



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