

## **NetDespatch web software bears fruit for Ken Muir**

Marlow, UK, 17 August 2009 - Ken Muir, the UK's leading mail-order supplier of fruit stocks, has implemented cutting edge web-based software to streamline its order and despatch processes via its "online garden centre". Over 20,000 orders a year will be processed through the NetDespatch Velocity Connector system, which imports customer order information from the Ken Muir website to print shipping labels and book transportation.

Supplied by local APC Overnight depot APC Tendring Express in Manningtree, Essex, Ken Muir has been using the NetDespatch system since April 2009.

"We have around 90,000 customers throughout the UK and about 98 per cent of our business is through the Ken Muir website. Velocity Connector enables us to run a very efficient operation, and it allows us to provide a very responsive and reliable service," says Mandy Richardson, Director, Ken Muir.

The biggest test for the system will be over the Christmas period but Mandy Richardson is confident that the combination of the technology and a reliable nationwide next day delivery courier service will ensure that customers will experience total satisfaction.

"Feedback from customers shows that they are very satisfied with the new service levels since we switched to the NetDespatch system and APC Overnight. The system works extremely well and the service from the courier is excellent," adds Mandy Richardson.

Ken Muir began a career in commercial fruit growing in 1948 at the age of 22, having been interested in the subject since his schoolboy days. In 1965, he set up the mail order company with the purpose of supplying the best and most up-to-date varieties to the gardening enthusiast. Today, Ken Muir is the largest mail order supplier of top fruits and soft fruits in the UK.

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