

Widdowsons' makes the case for NetDespatch software

Marlow, UK, 22 July 2009 - Specialist acrylic display case manufacturer and supplier Widdowsons has expanded its e-commerce business thanks to an Internet innovation that is saving hours of time. The web-based integration software from NetDespatch - called Velocity Connector - is saving hours of manual order management and data exchange, freeing up Widdowsons' team to concentrate on sales.

The NetDespatch service, which is provided by APC Overnight depot APC Tending Express in Manningtree, Essex, saves hours by eliminating the manual transfer of orders from one database to another. This has boosted accuracy and eliminated duplication and with parcel labels instantly pre-printed onsite, Widdowsons is able to quickly check label details against the orders - something that was not possible before as labels were produced off site by the courier.

"We have seen a big difference in our efficiency since implementing Velocity Connector. Our turnover has more than doubled in the past two years and in the six months since we began using the system we estimate that it has helped grow the business by about thirty five per cent. It has streamlined our order and shipping procedures, freeing up our time to generating and handling more sales enquiries. Importantly, I have gained five hours of week that I can dedicate to more value-added activities," says Ian Dawson, Director, Widdowsons.

Widdowsons offers two distinct product ranges to customers throughout the UK via its websites - www.acrylicdisplaycases.co.uk and www.leafletholdersdirect.co.uk. These operate like any normal web shop, with customers placing orders via Widdowsons' Actinic e-commerce system. The information is exported from the websites through Velocity Connector to automatically import and print shipping labels as well as ordering a collection by the courier.

Ian Dawson highlights that there are two key factors working together to revolutionise the business since the integration - the use of powerful enabling software and a flexible and reliable courier service. The first allows his company to capitalise on the selling power and the reach of the Internet without heavy IT investments and the second provides a nationwide quality delivery service that ensures his customers are happy.

"When customers use our websites for purchasing, they expect a quick turnaround of their orders. We are able to provide this thanks to the NetDespatch system and APC Tending Express. Working together, the system and the courier streamline the whole chain from order through processing, labelling and shipping right on to delivery to the customer. It is extremely efficient way to work," he concludes.

Further information and photos, please contact Robert Peel, tel: +44 (0)1666 823306
Please fax colour separation requests to Fax +44 (0)1666 824668
Reader enquiries go to www.netdespatch.com, e-mail matthew.robertson@despatch.net
or call Matthew Robertson, Commercial Director, NetDespatch on +44 (0)1628 471047