



delamode
International Logistics

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Delamode Group of Companies
Dave Gladen, Group Marketing Manager
Tel: 01376 333040 Fax: 01376 333019
Email: info@delamode-group.com www.delamode-group.com

The right impression

A bespoke approach to customer service helps Delamode cut a dash in the high quality fashion sector. Peter Acton reports

Delamode, an international provider of end-to-end supply chain solutions, is expanding into new sectors. It has developed a high quality fashion distribution and ecommerce model that it is now applying to High Street retailers and fashion-start-ups in the UK and the growing international B2C market.

At the heart of this agile logistics provider philosophy is a commitment to service and the ability to deliver an integrated range of logistics services in a highly demanding and competitive marketplace.

Delamode constantly strives to tailor its

services to fit the needs of the customer, with every customer having a dedicated person responsible for looking over their operations. This is particularly important in the fashion, e-commerce and the B2C marketplaces.

Delamode has created individual customer account teams with the goal of providing pro-active relevant information to the client that keeps them informed of every movement of their goods through the global supply chain. This approach gives the customer confidence that if things do go wrong - and occasionally they do - Delamode can put it right quickly and efficiently.

Delamode's development of an effective quality fashion logistics operations model was recognised by its triumph in the BIFA specialist services award in 2012. The model has focused on:

- Implementation of bespoke IT systems
- Re-training of staff and evaluation of skill sets to ensure people fitted particular roles while having an understanding of the fashion and lifestyle industry
- Strict control of sub-contractors adhering to set key performance indicators (KPIs)
- Dedicated fashion warehouse and added value facilities
- Reactive and reliable distribution





solutions backed up by dedicated account management.

Delamode works with its fashion customers to a structured plan of weekly KPIs, quarterly reviews, meeting standard targets for on-time collection and deliveries, proof of deliveries, automated self-billing and picking accuracy, all of which reduces labour costs and removes administration errors. "All non-conformance enquires from customers are resolved within 24 hours," adds Mark Wraight, Operations Director.

As an asset-light business, Delamode has a team of transport partners in the UK and is the UK partner for the Faxon European Distribution network across Europe. "We manage our suppliers very carefully to make sure they comply in insurance terms, in operational excellence and can match into our IT systems to give a completely seamless and visible service to our customers," said Mark Wraight.

Following the success of its fashion logistics model, Delamode uses its logistics facilities in Essex to provide a total turnkey

service for high brand value customers, boutique retailers as well as the high volume High Street retailers for both boxed and hanging garments. Its location is ideal, being close to the South-East ports and consumer market with a cross dock facility as well as dedicated and multi-user storage on the same site. WMS and RF scanning technology provides full process and inventory control and added value services such as quality checks, returns logistics and re-labelling, giving the customer complete control of its stock.

Delamode's distribution model has been developed and based on a pallet/parcel hub and spoke-type operation. The system allows Delamode to distribute garments stored high on distribution vehicles with other clean and compatible lifestyle products loaded beneath. This results in time and cost efficiencies and, coupled with strategically located depots, enables a service that meets the exact requirements of the customers.

An open-book KPI process monitors and measures the daily performance of each

Delamode transport partner. Through this close control of the whole supply chain Delamode achieves consistently high KPI success rates of delivering products within pre-agreed delivery times to High Street outlets in the UK and the Republic of Ireland.

Following the success of this service model, it is now being replicated in other niche markets. With eastern European consumer online spending on the rise and with many UK e-tailers offering expensive or no delivery cost options to eastern Europe, Delamode has entered the B2C market with a dedicated international delivery service called EshopWedrop.

The service model is quite straightforward: providing eastern European customers with the delivery address of Delamode's delivery hubs in Germany, Poland, Italy and the UK. Simultaneously, the consumer will notify Eshopwedrop via a new web portal to expect the order using a simple booking system. The items are then consolidated and delivered on Delamode's international vehicles used to

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service its weekly B2B groupage services.

Additionally, consumers in eastern European countries will have the option to have their goods delivered to their home or a terminal for collection. “This service model will soon be rolled out for goods purchased from eastern Europe e-tailers throughout Europe,” said Mark Wraight.

“The changing and growing nature of online retail is also giving Delamode opportunities in the burgeoning B2B and B2C ecommerce markets,” said Steve Pyne, General Manager of Delamode’s warehousing and logistics operations in the UK.

Delamode has created dedicated mezzanine fulfilment areas in its Essex facility, which is able to handle fully optimised pick-and-pack operations and the returns management for clients that require a smart and customer-focused fulfilment solution.

“By investing in our people and understanding our clients’ challenges we develop fulfilment solutions that offer service excellence in every stage of the fulfilment process, including quality checks, picking speed and accuracy, dispatch management and a seamless returns management processes,” added Steve Pyne.

Delamode’s goal is simple: to create a uniform brand experience for its clients’ customers, make ordering processes as efficient and easy as possible, foster customer loyalty and maximise sales potentials. This flexible approach means Delamode is

TEAMWORK REAPS REWARDS

As a service business the Delamode Group has not been able to achieve growth to a €69m (2015) turnover international business without engaging with its workforce.

Stephen Blyth, Delamode Group Chairman, puts the success down to three things: the skills and knowledge of the Delamode team combined with the flexibility in the delivery of the tailored solutions. “We have a very low churn of staff,” said Stephen. “It is instinctive for our people to know - not chase - the market. Training is on a day-to-day basis.

“We try to focus on the details, not allowing things to escalate, which in turn reduces problems. We treat every one of our customers the same way we would like to be treated. Inside every mistake there is a lesson waiting to get out.”

The lesson for Delamode is that if you have your people backing the plan, delivery of it will be perfect.

successful in supporting customers of all sizes with their innovative business strategies and growth objectives. Fulfilment solutions are tailored to meet the exact requirements of its clients, thereby enabling Delamode to deliver superior levels of customer service in increasingly competitive markets.

For one leading home furnishing e-tailer

Delamode has implemented a bespoke stationery printing solution. This allows for documents to be batch-produced dynamically, in-line with the pick-and-pack operation, scanned and sent out with the product presented exactly to the exact specification, which is accompanied with the customer web orders. “Every document is personalised to the end-customer and in a language of their choice,” said Steve Pyne.

Delamode’s expertise in smart e-commerce processes and IT systems, combined with its deep market understanding and committed people, makes the business capable of delivering customer loyalty and enhanced satisfaction.

“We offer clients a unique service guarantee that all customer orders are delivered to the customer in correct and pristine condition,” said Steve Pyne. “On the rare occasion that a defective product is received by a customer, we promise to refund the cost value of the product, including the incurred shipping costs.”

Delamode’s one stop shop e-fulfilment solutions include:

- Fully optimised fulfilment layouts
- Complete range of pick-and-pack services
- 100% quality checks on intake of products
- High quality product presentation
- Returns management
- Late cut-off times to sorting hubs
- Dedicated account management
- Bespoke KPI reporting
- System Integration



FACT FILE

- More than 400 employees throughout the group
- Established for more than 25 years
- 10 dedicated European country offices
- €69 million turnover 2015 (Delamode Group)
- More than 12,000 customers