



# Outsourced Fulfilment Download Guide

A download guide **by Data Select**





## What are Outsourced Fulfilment Services?

**Outsourced Fulfilment is the act of a specialist company fulfilling an order that has been placed on behalf of a seller or manufacturer.**

**This fulfilment will usually involve storing the product, and when an order is received, ensuring that it is packaged correctly, despatched securely and on-time to the end destination - whether it is a domestic or commercial address.**

**In addition, End-to-End fulfilment services can also include the creation and management of the online shop and marketing campaign management**





## Why **Outsource** your **Fulfilment**?

**Over 50% of businesses surveyed in a recent report generated a profit by outsourcing their fulfilment services.**

So you can actually make a profit through your shipping and handling costs!

In addition you can save money by cutting expensive overheads such as warehousing, machinery, security, technology and dedicated manpower.

The customer experience will also be improved with reliability of delivery increasing and delivery times reducing. There will also be dedicated customer service for any product problems (or returns) which would be supported by a sophisticated tracking service from the provider.

Not only this but you will be better placed to concentrate on what your company does best, whilst experienced fulfilment providers can do what they do best.





## 5 Things to Look for in a Provider

### 1 Tracking

What measures are put into place to track stock? Is it tracked within the warehouse as well as once it has been despatched? Are records kept for returns services? Is the order tracked or the individual items within the order?

### 2 Systems Integration

Does the provider's stock order management system integrate with your ordering systems? Can you view real-time stock information? What level of reporting are you able to access?

### 3 Customisation

Can you change the look and feel of the product packaging and labels? Will the provider bundle together different products? Can they configure products and change the content? Are the pallets packed and labelled to your individual specifications?

### 4 Customer Support

Does the company provide both pre and post customer support? Can they validate and authorise payments? Will they provide fraud checks on orders? How are returns dealt with? Do you have a dedicated contact?

### 5 Certification

Is the provider ISO 9000 certified? What IT system certifications do they have in place? If they're taking payments, what security certifications do they have?





## Real life examples

### eXpansys

eXpansys are a UK seller of electronics and telecommunications products to end users. Including their own, they fulfil nine other websites including Blue Ant, Gigabyte, HTC Smart Mobility, I Go, Krussell, Memory Map, Otter Box, Parrot and Levi's.

In 2008 they decided to outsource their logistics and fulfilment in order to reduce overheads, increase distribution reliability as well as overall company performance.

eXpansys already had a distribution centre based in Manchester which would be completely closed and all stock would be moved to the distribution centre of Data Select Ltd, based in Slough, Berks where it would be managed by a dedicated team.

They transferred 4,800 product lines, providing over 127,000 individual products, to 84 dedicated pallet locations that had been set up by Data Select.

The goods were received, verified and booked in by Data Select in just two days. In order to track the stock using Data Select's integrated stock management system, every single individual product had to have a sequential label or IMEI that could be scanned. Where no sequential labels existed, DSL created their own before uploading the data. 85% of the products required new labels.

Stock was then inspected and moved to its allocated bin where it would become available for sale.

eXpansys can now monitor each individual item of stock through an online feed provided by Data Select. They are also provided with daily performance, transactional and full stock reporting.





## Real life examples

### Vodafone

**In September 2004 Vodafone appointed Data Select to become their outsourced partner to design, manage, host and fulfil all operations in relation to their online store found at [www.vodafone.co.uk](http://www.vodafone.co.uk) and now directly found at <http://shop.vodafone.co.uk>.**

#### **The complex project involved:**

- Creation of an online store selling Prepay, Post Pay, Sim Only and Accessory products
- Core strategy to reduce page flows, time & complexity to order, ability to understand offers and tariffs
- Improve stability of web platform and customer experience
- Creation of 2 virtual consignment warehouses within DSL Distribution Centre
- Stock code creation, process flows and agreed practices and treatments
- Design of fulfilment process and customer experience
- Design of reverse logistics process and customer experience
- Recruitment of 2 dedicated teams. One on pre sales & support activities, the other within the Distribution Centre for order management
- Integration with client systems for credit checking decisions and process flows
- Design of systems and processes for product connection at despatch (post pay)
- Open book accounting practices

**The result of the partnership was that 10 weeks later DSL took over the Vodafone UK online store and fulfilment operation.**

**The initial results were a doubling of Pre Pay volume overnight with Pay Monthly order time reducing from 9 minute average to less than 3.**





## Introducing Data Select Ltd

### **An End-to-End Fulfilment Solution**

At Data Select we specialise in designing, managing, hosting and fulfilling the commercial and website operations for many mobile and non mobile businesses.

No two customers have the exact same requirements, so we tailor our services accordingly, providing what they need right from the beginning.

As part of this we work closely with customers to integrate our order and stock systems which can be accessed anytime via the web. We also provide automated and bespoke reporting that covers marketing, operational activity, systems availability, fulfilment & courier tracking.

This is coupled with an operational infrastructure managing all customer service and reverse logistics processes.

Such customers that benefit from this end-to-end solution are Vodafone, Sony Ericsson, LG, Red Letter Days & Bladez Toyz.

### **The Distribution Centre**

The Data Select Distribution Centre is situated in Slough, Berks and covers 120,000 sq ft of purpose built warehousing space operated by around 56 full time employees that flexes upwards, depending on business requirements and seasonal trends.

In 2008 the DC processed 3.82million products, equating to 500,000 orders.

A quarter of a million SIMs alone are dispatched each month.





## Key Services

**We provide our fulfilment customers a bespoke and dedicated pick, pack and dispatch team within the DC. Services include:**

- **Goods in management**
- **Quarantined and virtual warehousing**  
(split between multiple warehouses and areas)
- **Real time stock look up**
- **Pick, pack & dispatch services**  
(Over 100,000 individual orders per month, on next day delivery)

We specialise in fulfilment services and operations to domestic and commercial addresses.

Bundling of additional products and collateral is a particular skill set as our systems have no restrictions to the components of an order.

We also understand the difference between products required by one of your SME customers and those of your corporate business. Again a separate team can be provided who deliver the subtle differences in the service required and the Management Information provided.

- **Re-boxing, bundling and bespoke packaging**  
Through our Production Team, we can fully customise every element of an order to your specific requirements. In excess of 80% of the volume that DSL ships undergo an element of product configuration. This equated to 1.5million items being processed by production in 2008.

The team have experience in:

- Packaging design and creation
- Handset configuration
- Product bundling
- Bespoke labelling
- In-pack communications

**“We can take an apple and turn it into an orange before we send it out.”** *Syl Murphy, Warehouse Manager.*

**Cont...**



## Key Services

**We provide our fulfilment customers a bespoke and dedicated pick, pack and dispatch team within the DC. Services include:**

- **Capacity to 75,000 end consumer Pre Pay Sim (at 24 hours notice),** shipped, delivered and invoiced within 24 hours of being placed
- **Highly flexible prioritisation and work stream management**
- **Reverse logistics (returns services)**

DSL has created a purpose built reverse logistics module in order to deliver a superior service. All returns are validated against the product code SKU (or IMEI in the case of a handset) prior to issuing an authorisation document.

Every order that is shipped (regardless of size) whether it's for a single end user address or a pallet to a corporate business is tracked by individual component. The tracking is initiated at receipt in the DC, through to arriving at its final destination. Furthermore a record is then kept for any return activity that may occur.

The DC manages the total returns process, from goods back to manufacturer, restacking or sales of used goods.

- **Pallet storage (with thousands of sq ft expandable space)**



## Contact Us

**For further information on how Data Select can also help you with your storage, distribution and fulfilment needs:**

**Visit the website at:**

**[www.dataselect.co.uk/go/services](http://www.dataselect.co.uk/go/services)**

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