

Wynsors World of Shoes case study

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The introduction of the next day service has given us the ability to better meet the needs of our customers.

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Nick Green, Wynsors World of Shoes

Key points:

- Introduction of next day service to meet customer demand
- Ability to track and trace orders to enhance the home delivery experience
- An increase in positive customer feedback
- Professional end-to-end home delivery solution

Background:

Wynsors World of Shoes has been operating since 1956, growing from a handful of shops and market stalls into a chain of over 40 stores in the North of England selling more than four million pairs of shoes each year. The company's philosophy has remained simple during more than 50 years of trading, to be the only place to come for value footwear for the whole family.

The Operation:

Wynsors World of Shoes teamed up with Hermes in November 2009 in order to enhance the delivery service provided to customers using the company's online store. The operation handles 160,000 parcels each year, using a standard 48-hour and premium next day service, which are fully tracked throughout the delivery process to provide customers with total visibility of their orders.

The Benefits:

“The switch to Hermes has improved the delivery service available to our customers. Having used Royal Mail since the launch of the website in 2006, we realised we needed to enhance the solution to meet the changing needs and buying habits of Internet shoppers using the online store.

Hermes has been able to provide a complete solution that offers high quality, fully tracked standard and premium delivery options. This has resulted in a significant increase in positive customer feedback posted on the website that comment on the quality of our service.”

Nick Green, Wynsors World of Shoes