

Meeting the growing delivery demands of Weird Fish and its customers

The Challenge

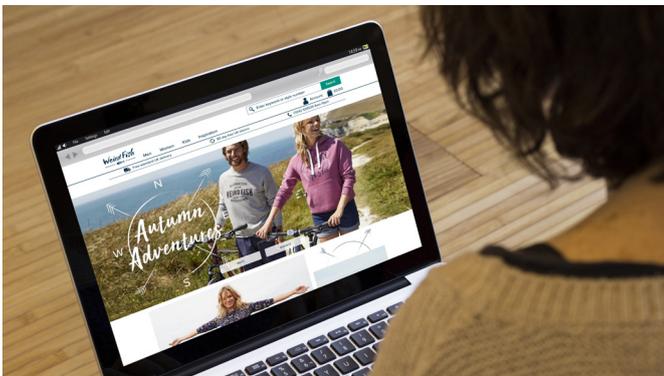
With the continued growth of its ecommerce business, online clothes retailer Weird Fish realised the web-based platform it was currently using for distribution, labelling and tracking, just wasn't going to keep pace as demand for its products continued to grow. Weird Fish needed a fast and reliable solution, that could efficiently handle high volume orders and continue to grow with the business, while offering its customers a seamless end-to-end shopping experience.

The Solution

Weird Fish made the move to 3PL warehouse provider, Torque Logistics, in June 2018 and was introduced to Intersoft through the partnership. Intersoft's Intelligent Shipper delivery management software provides seamless and efficient high-quality Carrier label production – regardless of volume – helping to save Weird Fish time and providing a robust solution that could scale with the business.

As well as providing Weird Fish with a solution that can flex as business needs change, Intersoft's system also provides its customers with a much more streamlined returns process, enhancing the overall customer journey.

“Every order is now despatched with a pre-printed returns label, featuring a unique trackable code, allowing the customer to return their goods and track its progress, with greater ease, and generally improving their experience of shopping with Weird Fish.”



Customers simply pop this label onto their return and can track it from the mail room right back to the Weird Fish, giving them peace of mind that the item made it and that their replacement or refund will soon be on its way. No more needing to get a proof of postage from the post office or worrying about losing the postal receipt – it couldn't be easier for them.

The Result

Through the partnership with Intersoft and Torque Logistics, Weird Fish can now feel confident it has a system in place that will grow with its business and provide its customers with a seamless shopping experience – vital in the competitive online marketplace, where shopper convenience is key.

No Matter how many shipments or customers Weird Fish has, Intersoft's Intelligent Shopper solution has the speed and scale to meet ever-changing and growing demands.

“We knew our previous distribution solution would have eventually held us back, so it's reassuring to know we have a system in place that is robust and scalable. We now have a shipping solution that can grow and flex with our business, while also enhancing our customers' experience of shopping with Weird Fish.”

Jon Goodwin, IT and Finance Director

Weird Fish