

Bleckmann partners with Intersoft to grow paperless QR returns solution

Bleckmann, a third party logistics (3PL) and fulfilment expert for fashion and lifestyle brands, provides end-to-end fulfilment services for a wide range of (omnichannel) retailers. This means Bleckmann manage retailers stock from the moment products leave a supplier, straight to a customers doorstep. It operates from over 30 distribution centres in continental Europe, the UK, the USA and Asia.



Fulfilment and global freight forwarding goes hand-in-hand with the success of Bleckmann. After the surge of the eCommerce boom in 2022, Bleckmann needed a more reliable and flexible returns solution to take advantage of the peak shipping season and continue delivering on their clients promise.

The challenge

The ability to return goods quickly, easily and ideally free of charge has become a key buying decision for consumers.

For some retailers, a returns label is included with every purchase. Others require consumers to download a returns label either through their website directly, or via the carrier. This is fine if the consumer can access a printer, however it becomes a challenge for those who can't.

The solution is to give consumers complete flexibility and choice when returning items, and for Bleckmann the downloadable QR returns code was the gap they needed filling.

A QR returns label can be scanned at the post office or local drop-off point and the returns label will be generated automatically.

While Bleckmann has its own returns platform and can generate return labels or QR codes for most of the carriers it works with, it wasn't able to do so for clients choosing Royal Mail returns. This was a particular challenge for several brands partnering with Bleckmann, including a popular fitness brand and clothing retailer Patagonia.

This meant, Bleckmann needed to fulfil their clients' demand for a reliable Royal Mail QR returns option.

Key challenges

- Fulfilling customer expectations
- Print at home not always an option
- No Royal Mail QR returns option



The solution

Royal Mail recommended the **Intersoft solution** to Bleckmann, not just because it's an approved **third-party provider**, but also on the success of working with **other** 3PL's.

Bleckmann working in partnership with Intersoft, meant instead of going to Royal Mail to fulfil their QR return codes, they would integrate directly into Intersoft's API to produce the return QR codes they needed.

Intersoft worked quickly to get Bleckmann onboard, helping to adapt Bleckmann's current system to incorporate the requirements for Royal Mail. This involved setting up multiple accounts, locations and specifications for the different retailers who'd be using the system.

Bleckmann is now able to offer a simple, paperless option for consumers wanting to return goods but who don't have access to a printer.



The Intersoft system also makes invoicing easy, automatically splitting brands and orders across Bleckmann's unique client numbers.

Any minor teething problems, such as not having all the necessary information to generate the QR code, were resolved easily through Intersoft's specialist onboarding team. Bleckmann has been impressed with the fast response from Intersoft.

Tim De Smet, IT Transport Project Manager for Bleckmann, applauds the Intersoft's Support team for their help in managing 'human error' when consumers contact Bleckmann to say they can't download or print the label. It could be something as a rogue comma or a special character in the data. The team at Bleckmann is able to collate the message or error codes, forward them to the Intersoft's Support team and their team resolve the issue quickly.

It's this type of fast response that Bleckmann's clients have come to expect.

“Last year, we alone generated 6.7 million returns labels. Around 85% of those were generated and printed before the package is sent to the consumer; they are then put in the box with the order. We want to satisfy our clients, And they want to satisfy their end consumers. By offering the option to receive a simple email with the QR code, this becomes beneficial to everyone.”

Tim De Smet

Bleckmann

Key solutions

- Quick onboarding
- Simple, paperless returns option
- Improved invoicing process
- Easy integration for Royal Mail returns



The Results

With a positive returns policy vital for client retention, Bleckmann expects the Intersoft system will help expand its business portfolio by giving more clients a wider range of returns options.

Being able to offer its clients a no-print option, will not only be a benefit to consumers, it could also save retailers time and money by not printing labels unnecessarily.

Equally important is sustainability. Brands are looking for greener solutions. The option for paperless labels supports both their sustainability policies and reputation. It is a simple step but it all adds up, especially when you consider the alternative.

Tim says, “Last year, we alone generated 6.7 million returns labels. Around 85% of those were generated and printed before the package is sent to the consumer; they are then put in the box with the order.”

As a result, as many of 70% of returned labels are thrown away. It isn't just the cost of the printed label that's being wasted; someone must generate, print, tear off and place that label in the package.

“We want to satisfy our clients,” adds Tim. “And they want to satisfy their end consumers. By offering the option to receive a simple email with the QR code, this becomes beneficial to everyone.”

Looking to the Future

The Bleckmann and Intersoft partnership means better and more flexible returns options that are built to scale with growth.