

# Waterstones responds to Covid-19 delivery challenges with Intersoft software

## The challenge

Waterstones identified that Shipping from Store would allow it to both utilise stock from its temporarily closed shops and respond to the increase in online demand. But, without a sufficient delivery-label production system in place in their stores, Shipping from Store was not a feasible option. That is when Waterstones approached Intersoft as an approved Royal Mail partner to urgently help address the issue.

# Waterstones

## The solution

**Intersoft** worked with **Waterstones** to help them utilise their high street stores with their underutilised employees as remote distribution centres for their online business. With social distancing measures in force in their warehouse and an increase in shoppers looking for books, magazines and games to entertain themselves during lockdown, the retailer enlisted the help of Intersoft and they were able to roll out the fast shipping software solution to all Waterstones stores to ensure stability and offer consumers confidence and a reliable service across the Waterstones estate.

Intersoft's **Intelligent Shipper**® API was rapidly integrated across the retailer's nationwide stores, allowing Waterstones to print shipping labels and despatch goods from individual high street shops in addition to their central warehouse.





## The result

Intersoft's agile ship-from-store delivery solution was able to support Waterstones in responding to the challenges of Covid-19 within a matter of days and the rapidly changing retail landscape. At a time when many retailers were forced to close high street stores or limit online product ranges, Waterstones was able to utilise their stores during lockdown and ship with confidence during peak demand.

“Intersoft’s Intelligent Shipper solution enabled us to quickly respond to the UK’s Covid-19 lockdown by growing its ship-from-store functionality. It helped Waterstones manage the switch to ecommerce demand and the social distancing measures we had to put in place in our warehouses. Intersoft’s team were responsive to our needs and did all they could to ensure a smooth roll out of the system.”

Ian Stacey,  
IT Director

**Waterstones**