



ness

"From the outset, SYKES has provided a very professional service that virtually removed overnight the constraints that had previously been impacting on our business and that frees us now to concentrate on developing and growing our Brand"

Gordon MacAulay, Director

Ness is an independent fashion and lifestyle label selling a vibrant range of women's fashion and accessories.

Ness operates from own branded shops in Scotland and distributes stocks to a retail network of more than 500 stockists throughout the UK, Ireland and beyond.

The extensive product range (circa 600 SKUs) ranging from clothing to fashion accessories such as bags, purses and shoes is also offered direct to consumers via a mail order catalogue and website.



Issues faced by NESS

Managing warehousing and fulfilment of orders in house was fine for small numbers of orders but was proving too labour intensive due to increased brand awareness and demand; particularly at peak periods.

The existing warehousing operation could not cope with the demand and the introduction of temporary labour to bolster resources created additional quality issues and delays resulting in orders coming in but not being turned round in the required timescale.

This order back-log subsequently contributed to loss of income, strains on staff, annoyed customers as well as reducing the available selling season window.

Benefits of Outsourcing to SYKES

- Clear understanding of business needs and fit to Sykes expertise
- Full systems integration / secure data exchanges - stock management, order processing and returns handling.
- Scalability & Flexibility - service levels met even during peak sales periods
- Reliability, dependability and consistency / enhanced customer satisfaction
- Overall costs reduced through decision to outsource order fulfilment

Services Provided

- Order preparation
- In bulk to shops and stockists
- Direct shipment to consumers
- Delivery management
- Returns management
- Inventory management
- Stock replenishment planning

Features

- Quality consistency & reliability
- Tailored solutions
- Scalability / Adaptability
- Cost reduction / Service enhancements