

Interlink Express and Kiddicare...

Providing a flexible delivery solution



The Customer

Kiddicare.com, the online baby goods superstore, seized the opportunity to develop its online shopping service some 11 years ago and hasn't looked back. Kiddicare has experienced dramatic growth and required a delivery service that would be flexible enough to cope with rapid expansion whilst also being able to meet the demanding needs of its online shoppers.

The Challenge

For over 10 years Interlink Express has provided a next day parcel service to the 500,000 customers per year who shop with Kiddicare throughout the UK and Ireland. Kiddicare.com has grown to be one of the largest online shopping websites for baby clothing and accessories, with 31,000 individual stock selections per week. This fast growth has presented its own issues and, as any online retailer will know, it's imperative that the delivery experience is a seamless extension of the online shopping experience. *"We want customers to come back to our website time and time again. To ensure they do that, we need to give them a great experience, and that equally extends to the delivery,"* says Scott Weavers-Wright, CEO and founder of Kiddicare.com.



Interlink Express has responded to online retailers' needs with Predict, a service that provides shoppers with a text or email advising them of their very own one hour delivery window. If the recipient of the text message knows they won't be in to sign for the package, they can text or email back and arrange for Interlink Express to deliver on a more convenient date. Scott Weavers-Wright, comments *"The Predict service has had a dramatic impact on Kiddicare customers' delivery experience. I've seen a 21% increase in getting my products to my customers at the first delivery attempt. And customers are not left wondering when their parcels will arrive. You only have to read the comments on our online forum to realise the impact this innovation has had."*



A Perfect Home Delivery for Kiddicare

Kiddicare was quick to maximise the competitive advantage provided by the Interlink Express Predict service. When a customer places an order, Kiddicare records the customer's mobile phone number or email address so that it can send a text or email to advise of the one hour delivery timeslot. If the date is not convenient, the customer can use the same text or email to reschedule delivery.



"The Kiddicare brand experience is seamless," says Scott Weavers-Wright. "Both the notification email and the website it links to carry our brand, so the customer sees the brand they are familiar with. They can track the progress of their delivery, reschedule delivery to an alternative date or plan their day around the one hour delivery timeslot. It really does make life easier for my customers."

"The greatest impact on my business has been in the area of first-time delivery success. We have reported a 21% reduction in calling cards being left, which is a major improvement in first-time delivery success. Of course there are fewer calls into our call centre, 24% in fact. This truly is amazing and means more business, with customers 90% per cent more likely to reorder having had a great delivery experience."

The Kiddicare online forum is full of fantastic feedback that sums up perfectly how Predict is providing a great delivery experience for Kiddicare's customers. Take a look at www.kiddicare.com (or go direct to the customer comments at <http://tinyurl.com/37gk7p6>).



Interlink Express and Kiddicare Fact File

- Working together since 2000
- Interlink Express provides a range of UK delivery services to home or work addresses
- Service includes delivery to Kiddicare customers in Ireland

To find out what Interlink Express can do for you, call 0500 005 005 or email sales.enquiries@interlinkepress.com

