

“ We implemented the change to Whistl just prior to the pandemic and it supported a **+300% increase in online sales** during 2020 ”

Blackwell's has been trading since 1879 as one of the most well respected booksellers in the UK and has an expanding online business which needed a cost effective and efficient solution.

Blackwell's looked to Whistl to provide a cost effective solution for UK parcels, enabling them to compete on price with other larger competitors. They also wanted to offer customers the reassurance which door-to-door tracking offers, allowing customers to self-serve.

“Whistl enabled us to **reduce the proportional cost of delivery** per book and offer customers better value. As a result we saw **increased sales and were able to continue growing our ecommerce offering** significantly.

There have been three main stream integrations in moving to Whistl. First the initial move, then integration with Hermes and the last one to a tracked service. As we saw the benefits to the service we extended the scope of what we partnered with Whistl for.

Whistl supplied direct contact with our development team on each occasion and worked with us to **integrate seamlessly with each other's systems**. From start to finish there were no interruptions to production.

Transport solutions are flexible, with communications down to depot level. Dedicated account and Customer Services managers. The Whistl system is a one stop shop which is easy to use, with concise and up to date tracking information for all operators.

We have found **Whistl to be supportive of a growing business** and careful in listening to our needs.” Chris Harvey, Head of Distribution and Logistics at Blackwell UK Limited.

GET IN TOUCH

01628 703 693
whistl.co.uk/enquiries

