



A multi-dimension fulfilment partnership built on trust

In 2008 Whistl won Qwerkity (re-branded to Men Kind in 2020) as a client. This thriving direct-to-consumer business sells their wide range of quality merchandise using multi-channel marketing to a loyal and discerning customer base.

Qwerkity reached a cross-roads in the growth of their multi-million turnover company where a decision had to be made to outsource the whole call handling, fulfilment and systems solution from soup-to-nuts.



Qwerkity awarded Whistl the contract, complete with the very most important of all assets: that determination to build a fair and open relationship which breeds mutual trust, loyalty and a genuine partnership. As a result, their customer soon became our customer. That cliché of **'going the extra mile'** really does exist.

Qwerkity runs a year-round business with complex interlocking mailings from the four brands. Despite this year-round activity, we still have to **manage the inevitable surge in demand** during the last six weeks before the Christmas crescendo.

Every aspect of the fulfilment process is interrogated and discussed in an open forum. All the **key data is delivered by our Account Manager**, who is the essential lynchpin in the communication chain. **Key pressure points are identified** in these de-brief sessions and planned into the routines for the following year.



Rob Smeddle, Whistl Fulfilment Sales & Marketing Director

GET IN TOUCH

01628 703 693
whistl.co.uk/enquiries

