



Over The Top Accelerates Order Processing with Parcelhub and Brightpearl

Over The Top is a UK-based multichannel retailer that sells dog beds, mats, throws, automotive seat covers and boot liners.

How Parcelhub enhances Over The Top's delivery performance

"Thanks to Parcelhub we offer our customers services from [Yodel](#) and [Evri](#) for domestic deliveries and DHL mainly for international shipments. Parcelhub's tracking portal is a one-stop-shop for these carriers, giving us all the information we need to better serve our customers."

"Working with Parcelhub has brought about many benefits; they help us access discounted rates thanks to their group buying power, and also help us offer our customers more delivery choices and better in-flight delivery options. Parcelhub's colour-coded tracking portal gives us greater visibility of our customers' delivery journeys from order to final mile, helping us build trust with our customers. While parcel carriers were overwhelmed during the early lockdown period, Parcelhub's Proactive Tracking Support solution identifies potential delivery failures and minimises the incidence of failed deliveries, helping us meet our customers' delivery expectations."

The benefits of an all-in-one order management system

"Parcelhub's introduction of [Brightpearl](#) has helped us scale more cost-effectively. Brightpearl has made a huge difference with our customer service, production planning, and dispatch planning, helping us see all of these processes in one place. Brightpearl also allows for efficient planning and means we don't miss out on sales opportunities by understocking and don't waste warehouse space or inventory by overstocking. It's fair to say Brightpearl reduces the need for additional labour. Finally, Brightpearl has bought us much-needed time, helping us to better focus on day-to-day operational tasks."

Over The Top's experience integrating Parcelhub with Brightpearl

"Parcelhub's Brightpearl integration has allowed us to create shipping rules based on location, volumetric data, weight, and product type. For a company with 130,000 SKUs this pays dividends. When a shipment is marked as shipped in Parcelhub, the same Goods Out note is processed immediately in Brightpearl. If a tracking reference is given in Parcelhub, this is added to the Brightpearl Goods Out note. Parcelhub, when used in harmony with Brightpearl also allows us to print labels from multiple packing benches."

"With Parcelhub's and Brightpearl's software development teams, nothing was ever too much trouble and setup was seamless. We're advocates of integrated order and delivery management because it automates a lot of day-to-day processes. Automations empower our team to focus on managing the business in areas such as sales, marketing, product sourcing, and customer service. Parcelhub and Brightpearl give us a single source of truth on all of our customers' buying and delivery experiences, and it is confidence-inspiring to know that there have been instances where an order comes in and is dispatched within as little as 3 minutes. This could never happen without working with Parcelhub and Brightpearl."

Paul Thomas, Over The Top Ltd

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