

Footwear Retailer Overcomes Multichannel Delivery Challenges with Parcelhub

[Supereight](#) are a skateboarding footwear, accessories and clothing brand, who have grown from a startup to shipping more than 27,000 items in 2018. Sam Culshaw, the co-founder, explains: “The footwear and apparel retail market was already saturated when we launched Supereight, and has become more so over time. This means we have really had to go above and beyond to stand out, by offering a greater product range, faster delivery and better customer service.”

Sam describes how they overcame challenges: “Initially we were only shipping throughout the UK and worked with Royal Mail. Continued product diversification and cross-border sales expansion led to the introduction of DPD for shipping into mainland Europe. As sales to the USA developed, we introduced DHL as yet another shipping option.

“Eventually we were having to deal with a number of carriers which became inefficient and laborious. Working directly with carriers proved strenuous. Not only did we have to coordinate multiple pickups, but each carrier also has its own shipping and tracking portal. Each portal would only connect to one printer and each had different label sizes. Having to upload all of our order data into three different portals every day became extremely time-consuming. Consolidating all of these processes into a single platform has been a major benefit of working with Parcelhub.”

Sam continued: “Collaborating with Parcelhub has given us the confidence to deliver on our promise of for example next-day delivery”

“ Parcelhub’s proactive nature enhances our customers’ delivery experience and has taken the pressure off our staff, thanks to their innovative SMART Notifications platform, which identifies sequences of scan events such as bad addresses and then generates a ticket for Parcelhub’s customer service team to rectify potential issues before they become a real problem. Ensuring our customers’ expectations are at least met and often exceeded has been instrumental in us achieving 100% positive feedback on our eBay store. ”

Sam Culshaw, Co-founder, Supereight

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