



## Motorcycle Accessories Retailer Boosts Profitability with Proactive Delivery Management Platform

Co-founders Billy and Diane Coulthard decided to start sourcing and selling motorcycle boots and helmets on their own eBay store, and soon after eCommerce website in 2009. By 2014, the merchant experienced growth in weekend shipping volumes to as high as 400 and expanded to their current 2500-square-foot warehouse in Daybrook, Nottingham.

Billy: "In the early stages of this business I managed all of our stock levels, customer data and revenue from a single Excel file. As the business expanded it became too much to handle. When my son Adam joined the team in 2012, he badgered me to look at getting an order management system and we happened upon Linnworks, which has enabled us to synchronise all of our business processes from a single platform, giving us greater control of listings and stock levels across multiple sales channels such as our WooCommerce website and marketplaces."

"We were very fortunate to have been recommended Parcelhub by Linnworks who have been able to provide a **single collection for multiple carriers**. Parcelhub's business development and account management teams have carefully analysed our dynamic and diverse product range and granted us access to a full range of services in one place that is **tailored to our business's needs**; in our case a combination of domestic and international services from Hermes, Yodel, DHL Parcel UK (formerly UK Mail) and DPD."

Adam Coulthard explains: "Prior to partnering with Parcelhub, we had to react to customer queries. By introducing Parcelhub software, their SMART Notifications platform enables us to be more proactive with our customers' delivery experience and has resulted in strong positive feedback across our digital real estate; this is best demonstrated by our 99.9% feedback on eBay and 99% positive status on Amazon."

Parcelhub software is a great tool that provides us with increased visibility of delivery issues and enables us to respond or react swiftly and efficiently to resolve delivery queries, reclaims and returns should they arise. We now have heightened awareness of each carrier's delivery performance and are confident that any issues that need to be addressed are all in hand, thanks to the transparent nature of Parcelhub's system. Investment in technology such as Parcelhub and growth in our product range have been instrumental in BDLA achieving 40% Year on Year growth for the last three years.

**Adam Coulthard, BDLA Motorbikes**

GET IN TOUCH

0115 6724 020

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