



Whistl provide great communication and cost savings

Eden.co.uk is the UK's one stop-shop for Christian resources including books, gifts and media products.

Eden moved from Royal Mail in search of a partner who could provide better communication, later collection times and added service benefits. In addition, they wanted to achieve an annual cost saving of £100,000.

In July 2021, Eden started working with Whistl, sending over 250,000 tracked and part tracked parcels in a year.

Stuart Davies (Head of IT & Operations), at Eden explains "We moved to Whistl because of the **flexible postage service offering** and their range of tracked carriers as well as the **attractive pricing**."

"We carried out split testing and the data allowed us to select the right parcel solutions to **enhance our customers' experience**, while making the best decisions to help us improve our yield and overall margins. Our target of **£100,000k cost savings** was achieved within the first year, with ongoing cost and product optimisations being continually realised."

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Our customers have benefited from a value-added service, with Whistl able to offer us a later dispatch time, which helped us improve our conversion rate by 12%.

Cost savings and improved service aside, Whistl provide great communication.

Things inevitably happen in logistics but Whistl's responsiveness and ability to resolve any issues provides us with a continuous confidence.

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Stuart Davies,
Head of IT & Operations
Eden

