

BLACKWELL'S

Whistl supportive and careful in listening to our needs

Blackwell's have been trading since 1879 as one of the most well respected booksellers in the UK and has an expanding online business.

Blackwell's looked to Whistl to provide a cost effective solution for UK parcels, to enable them to compete on price with other larger competitors. They also wanted to offer customers the reassurance which door-to-door tracking offers, and allowing customers to self-serve.

Whistl enabled Blackwell's to **reduce the proportional cost of delivery** per book and offer customers better value. As a result they saw increased sales and were able to continue growing their ecommerce offer significantly.

Blackwell's implemented the change to Whistl just prior to the pandemic and it supported in an **increase in online sales** during 2020.



Whistl supplied direct contact with our development team on each occasion and worked with us to integrate seamlessly with each other's systems. From start to finish there were no interruptions to production.

Transport solutions are flexible, with communications down to depot level. Dedicated account and Customer Services managers.

We have found Whistl to be supportive and careful in listening to our needs.



Chris Harvey
Head of Distribution and Logistics
Blackwell UK Ltd

