

The Very Group

The Very Group **improves operations** and **reduces time-to-customer** with BluJay Solutions

CHALLENGE

The Very Group, formerly Shop Direct, is the UK and Ireland's leading multi-brand digital retailer, delivering 48 million products every year to millions of active customers. It generates £1.9bn in annual sales via well-known brands including Very.co.uk, isme.com, and Littlewoods.com, online and through catalogue orders. Despite having been around for over 80 years, with more than 84 percent of its sales online and close to half of those from mobile devices, The Very Group is now firmly established as a pure play e-tailer, and has a clear ambition to become a world class digital retailer.

The company's initial challenges and opportunities included:

- Continuing to develop the drop-ship fulfilment model to extend the supplier base and the number of products offered, rather than being limited to inventory that can be stocked in distribution centers.

- Drop ship introduces reputational risk as fulfillment of orders is outside of The Very Group's control
- Supply chain visibility is harder to achieve as stock is not physically in The Very Group's warehouses

The Very Group established a list of goals for its supply chain software solution:

- Maintain brand integrity
- Enhance competitiveness
- Flexibility to offer value-added services
- Cost savings through collaboration
- More detailed performance analysis
- Inventory visibility at point of order

£1 million net savings per annum

QUICK FACTS

- › Multi-brand digital retailer with annual sales worth £1.9bn
- › Delivers over 6 million parcels, 7.7 million dispatched items, 62,000 active SKUs
- › Headquartered: Liverpool, United Kingdom

BUSINESS CHALLENGE

- › Leading retailer sought to improve order visibility and gain control of transportation costs and operational requirements.

RESULTS

- › BluJay's platform provides improved visibility over supplier performance and at point of order, and KPI monitoring enabling more informed business decisions. The Very Group saves over £1 million per annum and ensures consistent customer experience.

SOLUTION

By providing centralized visibility of orders, the Blujay platform has provided enriched collation opportunities across The Very Group's supplier base, resulting in individual items being grouped into fewer packages, delivering a net savings of over £1 million per annum.

Integrity of the The Very Group brand and that of its retail brands is protected because the Blujay SaaS solution ensures a consistent customer experience, regardless of the order channel, from order process through to delivery timescale and branding of labelling / delivery documentation. Blujay's Global Trade Network enables The Very Group to offer additional value-added services such as connection, removal, and gas installation, providing an additional revenue stream and acting as a differentiator to encourage customers to complete the purchase – the convenience of a “one-stop-shop.” The Very Group now has improved visibility over supplier performance and KPI monitoring, enabling it to make more informed business decisions. The leading retailer has achieved process improvement as well.

The Very Group can now provide the stock status of products offered through direct dispatch suppliers at order, resulting in fewer cancelled orders due to customers having a clearer picture of delivery timescales upfront.



THE
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GROUP

“Drop ship is critical to delivering on our digital strategy, and being able to easily on-board and manage suppliers of varying sizes is essential to offering the breadth of range our customers expect. The Blujay software gives us the visibility we need over inventory not held in our warehouses and allows us to build our drop-ship supplier base with the confidence we are always in control of how orders are fulfilled.”

Head of Logistics
The Very Group

ABOUT BLUJAY SOLUTIONS

Blujay Solutions helps companies around the world achieve excellence in logistics and trade compliance - it's in our DNA. Through a blend of Data, Networks, and Applications, delivered in the Blujay Way, our DNA platform powers the Frictionless Supply Chain for thousands of the world's leading manufacturers, retailers, distributors, freight forwarders, customs brokers, carriers, and logistics service providers.