

"Linnworks has proved to be a great time saver for our company, with much improved stock control over platforms and drastically reduced overselling. We saved at least the equivalent of one man-hours during the busy October-December period by running Linnworks integrated with Royal Mail Despatch Express."

John, PrezziesPlus.Com Director



Company Overview

PrezziesPlus.com is an online gift emporium and for 25 years has been the largest gift & gadget shop in the East of England. The company specialises in birthday gifts, Valentine's Day gifts, Christmas gifts and presents for all occasions.

PrezziesPlus is now one of the fastest growing online gift and gadget shops. The company's dedication to service and customer satisfaction is the main reason for PrezziesPlus's continued success on the market.



Situation or Problem To Be Resolved

PrezziesPlus was selling on Amazon multi-channel, PlayTrade and its web-site and needed to co-ordinate stock levels over all selling platforms. The company also required a complete automation of order processing and fulfilment.



Solution

Linnworks Anywhere system's specifications were in line with the company's requirements and PrezziesPlus decided to go ahead with its implementation. Each required selling channel was activated within the system resulting in a single complete inventory location. Stock levels are now adjusted as soon as a sale is made, thus almost completely eliminating any overselling.

The system was also integrated with Royal Mail Despatch Express which allowed printing of Royal Mail labels by sending all relevant information to Despatch Express at the click of a button.

It enabled the production of manifest to handle postage automatically.



Why Linnworks?

Four main improvements have been achieved since the implementation of Linnworks system into the company's practise:

- a single centralized inventory across Amazon channels, PlayTrade and the company's web-site;
- an improved order processing system;
- reduced overselling;
- integration with Royal Mail Despatch Express;

The Linnworks system helped PrezziesPlus to make further steps in achieving the company's targets and goals.

Going Forward With Linnworks

PrezziesPlus Director John suggested that better sales and stats reporting along with the ability to assist stock requirement forecasting would be a great addition to the functionality. Another suggestion is the possibility of integration with more courier systems which would prove extremely beneficial.