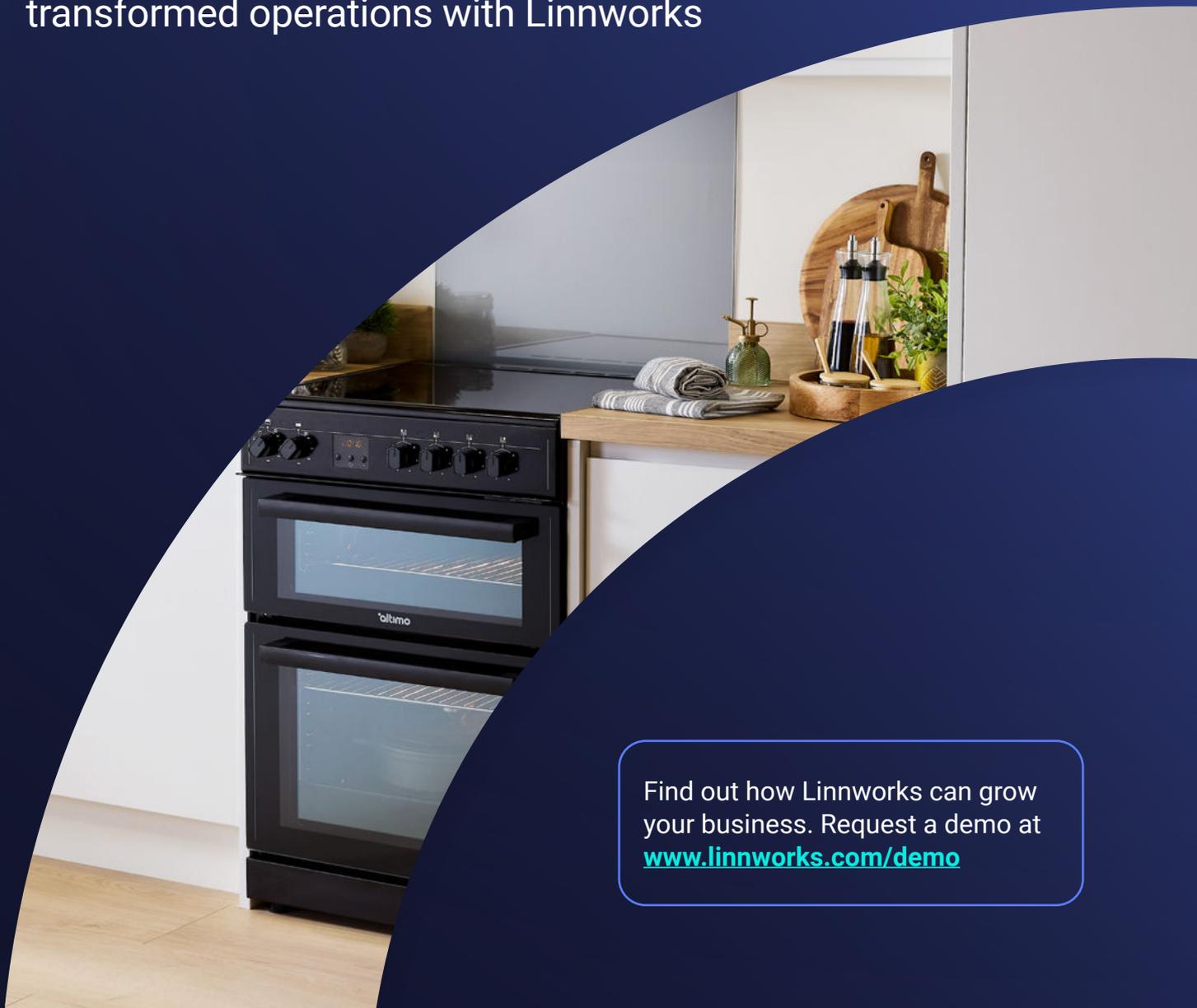




Case study

Hughes Electrical

From complexity to clarity: How Hughes transformed operations with Linnworks



Find out how Linnworks can grow your business. Request a demo at www.linnworks.com/demo

From complexity to clarity: How Hughes transformed operations with Linnworks

Founded in 1921, Hughes is the UK's largest domestic renter of appliances. This family-owned business operates across multiple channels, including commercial, B2B, retail, and rental. With 18 physical stores, three websites (rental, B2B, and B2C), and a bespoke ERP system, Hughes employs over 600 people. They also partner with external couriers to ensure seamless delivery across the UK.

As the business grew, Hughes faced increasing complexity in managing inventory, orders and shipping across multiple platforms. Manual processes and resource constraints began to hinder their ability to scale efficiently. To overcome these challenges, Hughes turned to Linnworks to centralize their operations, streamline processes, and enable growth.



The challenge: managing growth in a multi-channel world

Hughes operates in a fast-paced, multi-channel environment, selling through their own websites, Amazon, eBay and insurance replacement partnerships. While this approach allowed them to reach a wide audience, it also introduced significant operational challenges:

- **Integration overload:** Managing separate integrations for their in-house 3PL operations, various external couriers and multiple marketplaces consumed significant IT resources, leaving their team stretched thin.
- **Logistical bottlenecks:** During peak trading periods, their external 3PL partners occasionally struggled to handle delivery volumes, causing delays and customer dissatisfaction.
- **Resource constraints:** Their bespoke ERP system required constant updates, leaving their IT team unable to focus on strategic initiatives.

The challenges extended beyond operations and were fundamentally strategic. Hughes needed a solution that would free up their IT team, improve efficiency, and enable them to focus on growth.

Finding the right partner: Why Hughes chose Linnworks

After a long evaluation process, Hughes selected Linnworks as their solution. Linnworks stood out for its ability to centralize and automate integrations, providing a single source of truth for inventory, orders and shipping.

The onboarding process was completed in just two months, far less than the 200+ days Hughes would have needed to build the integrations internally—freeing the team to focus on other strategic priorities.



Linnworks is the middleware that connects our bespoke ERP system to external channels. It's as close as we could get to building it ourselves.

Henrico Doward,
Director, Hughes Electrical

Delivering results: Efficiency, flexibility, and growth

Since implementing Linnworks, Hughes has achieved significant improvements across their operations. The platform has enabled them to streamline processes, resolve logistical challenges and focus on strategic growth.

Streamlined operations

Linnworks centralized all marketplace and courier integrations, reducing the burden on Hughes' IT team. The ability to allocate and adjust inventory percentages for different marketplaces from a single stock level has been particularly beneficial.

Rapid problem resolution

During a peak trading period, Hughes faced a critical issue when one of their external 3PL partners struggled to handle delivery volumes. Thanks to Linnworks' ready-made integration, they were able to integrate and go live with a new courier within seven days.

Reduced IT workload

By automating and centralizing their operations, Linnworks has significantly reduced the manual effort required to manage integrations and marketplaces. This has freed up Hughes' IT team to focus on high-value initiatives, such as improving their bespoke ERP system and exploring new growth opportunities.



What's next for Hughes

With Linnworks providing a stable and scalable foundation, Hughes is now focused on growing their rental business while maintaining their sales market share. They also aim to enhance their direct-to-consumer website to build customer loyalty and reduce dependency on marketplaces.

Advice for prospective Linnworks customers

For businesses considering Linnworks, Henrico Doward's advice is clear:



Do it immediately. It's the right decision. If your IT resources are limited and expensive, partnering with specialists like Linnworks is a no-brainer. Why build it yourself when Linnworks has already done it?

Henrico Doward,
Director, Hughes Electrical

Key takeaways

- ✓ **Centralized control:** Linnworks provides a single platform for managing inventory, orders, and shipping across multiple channels.
- ✓ **Operational efficiency:** Automation has reduced manual tasks, freeing up resources for strategic initiatives.
- ✓ **Scalability:** Linnworks enables Hughes to trial new marketplaces and adapt quickly to changing demands.
- ✓ **Time savings:** Onboarding was completed in just 60 days, compared to the 200+ days it would have taken to build the solution in-house.

Through their partnership with Linnworks, Hughes has transformed their operations, resolved critical challenges and positioned themselves for long-term success.



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