

MOLTON BROWN; putting the customer first

L O N D O N

- » International retailer of bath and body products - part of KAO Group, a Japanese conglomerate
- » Regional DC's based in the UK, USA and Far East
- » Operating across 70 countries in stores and online

Molton Brown wanted to improve the customer experience and increase online revenues by offering customers a wider choice of delivery options.

GFS worked with Molton Brown to diversify their carrier portfolio with smooth and easy implementation.

GFS Selector

- » Supporting up to 50 packing stations
- » Embedded pick / parcel labels for multiple carriers to 200+ countries
- » GFS Selector installed within 3PL's own environment giving super quick label response speeds
- » Supporting multiple brands across multiple DC's, stores & other locations

GFS Checkout

- » Integration of DPD Pickup to increase consumer delivery options and reduce delivery failures
- » Premium delivery services added to increase conversions



"Our needs were complex, but GFS made it easy – one simple easy integration and one contract gave us quick access to all the carriers. Their deep technical expertise and knowledge of the carrier industry meant they could deliver the solution we needed with minimal cost and overhead on our limited internal IT resources ."

MOLTON BROWN; The business impact

L O N D O N

- » Improved customer experience
 - » Failure rates reduced
- » Improved customer experience
 - » Opex costs reduced

In 2012, having proven success with Molton Brown, GFS services were rolled out across the other businesses in the KAO Group.