

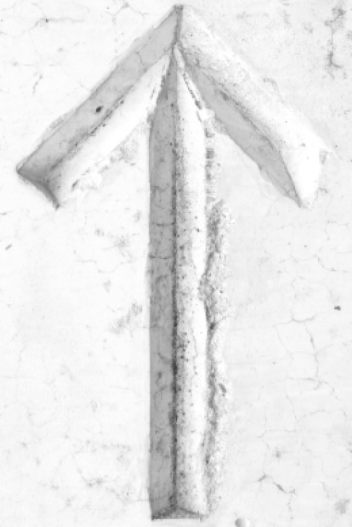
# wilko; A story of success

- » UK retailer with 387 stores and approx. £1.5billion turnover
- » Diverse range of 23,000+ products – from teaspoons to garden furniture
- » Wilko.com re-launched in 2012

Wilko first started working with GFS in 2015 when they became concerned about their single carrier

GFS helped Wilko transition to a fully managed multi-carrier service so they can achieve their business goals to:

- Improve customer experience
- Grow online revenues
- Cut OPEX costs
- Reduce cart abandonment



*"GFS has given us the ability to transform our delivery strategy, giving us flexibility and control to provide our customers with a consistently great delivery experience."*

## The GFS solution:

- Consultation and strategy
- Complete delivery management
- Pro-active customer care
- Design and implementation of tailored IT solution
- Design and implementation of tailored operations

# wilko; A fully integrated ECM solution

## Implemented GFS Expert and GFS Selector Enterprise for optimised warehouse efficiency

- **GFS Expert** (via their 3PL) enables Wilko to manage carrier and service allocation using order data and intelligent routing rules
  - e.g Order weights and dimensions, customer address and hazardous exclusions
- Embedded PNG parcel labels within despatch notes
- Cloud-hosted and supporting multiple distribution centres and dropshippers
- Click and Collect store portal and tracking portal to provide seamless delivery experience
- In-store portal to notify customers (via email/sms) when Click and Collect orders are ready for collection and have been collected/returned

**GFS Checkout – In implementation Q2 2018**

# wilko; Business impact

- » Peak volumes of 10,000+ deliveries per day regularly serviced
- » Customer satisfaction significantly increased
- » Reduced OPEX costs
- » Online revenues increased by 50%

GFS are considered a trusted partner and central to helping Wilko grow their online business from strength to strength over the next 4 years