

CLIPPER OVERVIEW

»

Clipper Logistics has been operating at the forefront of retail logistics for over two decades, from 46 sites across the UK and Europe. With a workforce of over 6,500 people, the business is celebrated for continually evolving to meet the needs of retailers by developing innovative solutions.

Clipper has won numerous awards for its progressive and innovative multichannel services – including Boomerang™, a bespoke returns solution, and Clicklink™, a retail-focussed Click & Collect service.

THE CUSTOMER

»

Amara, the luxury homewares and accessories e-tailer, was founded in 2005 and now boasts over 350 aspirational brands. Amara is the UK's largest online retailer of Missoni Home as well as holding many aspirational collections from brands such as Roberto Cavalli, Ralph Lauren Home and Versace.

Amara launched their own label collection, A by Amara, in 2016, which has since become its top selling brand. Amara's many successes have been built upon their award-winning customer service, with over 85% of stock available for next day delivery within the UK, a fully trained team are on hand to offer help and advice to the customer and to offer luxury gift wrapping upon request.

Amara pride themselves on having impeccable customer service, with no query or request too small or too much for their dedicated team to tackle. This ethos needed to translate to their logistics operations, ensuring that the high levels of service translated across all areas of their business and customer touchpoints.



over

350
aspirational
brands

85%
of stock
available for next
day delivery

THE CHALLENGE

»

At the end of 2017, Amara started to outgrow their existing warehouse, and began their search for a logistics partner that could deliver to the exceptional service levels that Amara promised their customers.

For Amara, flexibility and a proven track record was key in selecting a partner. They represent in excess of 350 brands, and need to ensure that their products are delivered in line with service promises.

With a high-end focussed target audience, consumer expectation of packaging and presentation was also key. They needed a partner that could understand high-end deliverables, one that could respect the product but also understand that speed was of the essence.

THE SOLUTION

»

In August 2019, Clipper was appointed, with the first out-bound day set for 30th September 2019. The contract will see Clipper provide bespoke e-fulfilment services for Amara. In the lead-up to the launch day, Clipper has already begun relief operations to support the relocation of Amara to its Northampton DC, ensuring a seamless customer experience.

The relocation has resulted in Clipper extending their existing warehouse by an additional 140,000 sq. ft, as well as employing an additional 20 staff to support the operation.

The challenge for Clipper remains the high-spec, high-value products. Amara stocks a wide-range of products from home accessories, to fragrance, furniture and lighting. The Clipper team are handling a variety of products all the time, so picking and packing are very manual processes that involve specialist product training and high-level knowledge from the warehouse operatives.

What will help however, is Amara's integration on to Clipper's JDA framework, which brings together the best-in-class e-fulfilment operation, the advantages of which are cost-effective and quick to deploy.

THE RESULT

»

The benefits for Amara are unparalleled - the location provides easy access to parcel carrier hubs, enabling them to provide later cut-off dates and times for next day delivery than previously thought possible. Amara will be moving from a 3pm cut-off to 8pm for next day delivery.

The integration with Clipper provides Amara with a more sophisticated, modern offering that combines

speed and efficiency; while the unique flexibility offered by Clipper is an evolution in customer service for the brand. The partnership with Clipper is integrated into Amara's growth strategy.

Amara intend to grow product SKUs from January 2020 and believe that Clipper can facilitate that ambition.