

# Whistl Fulfilment

Overview for;



23<sup>rd</sup> March 2023



# Who Are Whistl?

The UK's leading logistics specialist in **e-fulfilment**, **contact centres**, **mail**, and **parcels**.

**Largest** private logistics company and **Second Largest** UK postal company

Handling over **300m mail & ecommerce** items a month

**£800m** Revenue with over 2000 active customers

**22 sites** across the UK with **2200+** employees

Sub-brands **Parcelhub**, **Posthub**, **Leafletdrop** and **Relish** are part of the Whistl Group

A dedicated **international gateway site** based near Heathrow

Acquired **Sampling agency, Relish**, in 2021

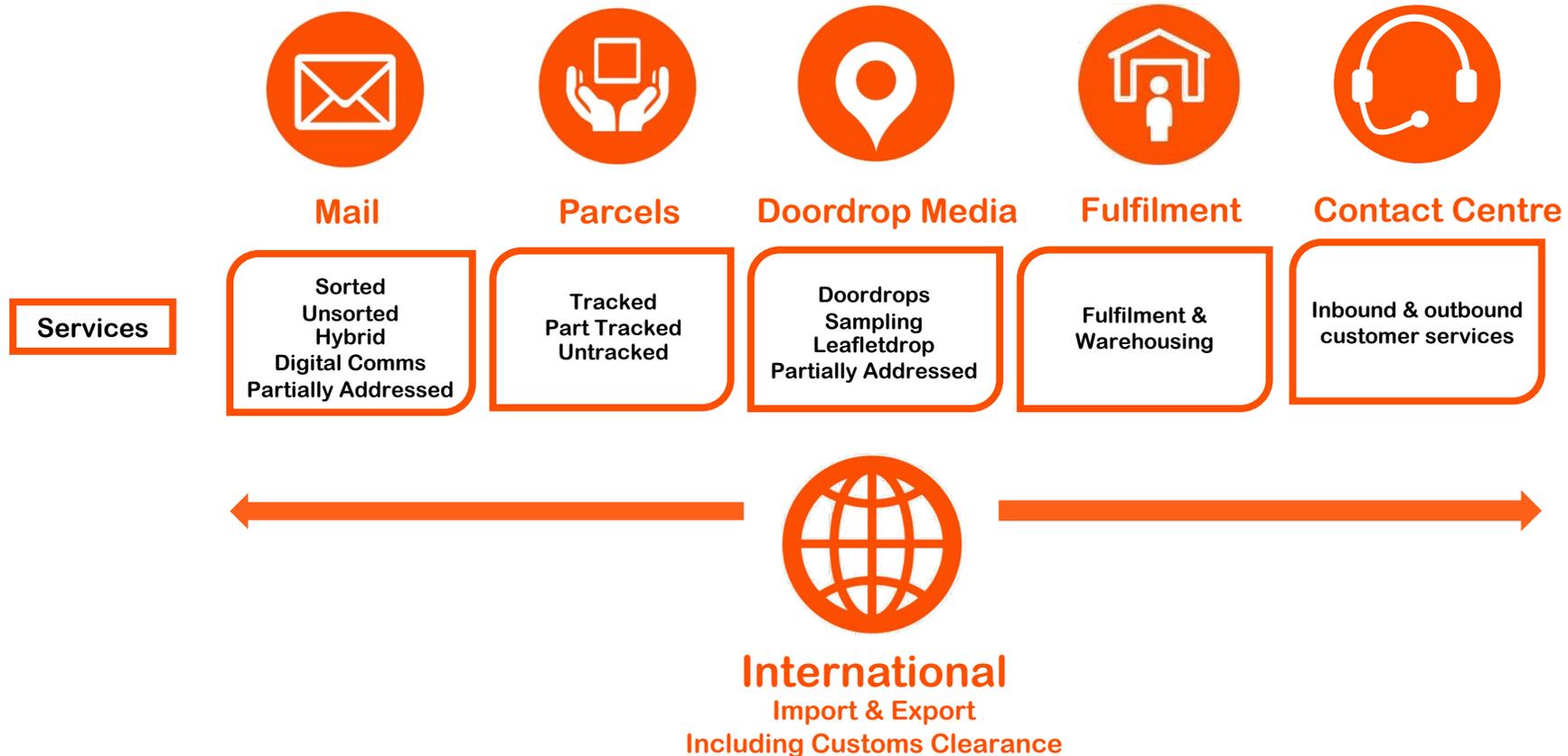
**82%** Customer Satisfaction score and **NPS 28 (Oct 2019)**



**whistl**

# Our Service Portfolio

The only company in the UK that offers all of these services –  
a unique portfolio



# Whistl Group Network



5 regional depots & 1 International Gateway site covering 677,500 sqft

11 e-fulfilment sites covering 1.5m sq.ft which include 3 contact centres based in Gateshead, Farnborough and Paignton with over 500 seats

4 Parcelhub sites covering c.50,000 sqft and providing parcel solutions for medium-sized businesses

17 letter sorter and 4 packet sorters able to process 25m items daily

7,000 weekly collections covering over 300,000 miles per week

Fleet of c.500 vehicles allowing us to reach every corner of the UK

Fully integrated and robust IT platform supporting operational excellence

£10m investment in growth capex over the last three years (plus £5m of maintenance capex)

# Whistl Fulfilment South West Network



**Wrangaton**  
 152kft<sup>2</sup> total warehouse space across 5 units (including 3 x mezzanines)  
 14 warehouse clients  
 9,433 unique pick bins  
 1.65m parcels annually  
 5000 Bulk pallets

**Paignton**  
 120 seat contact centre  
 45kft<sup>2</sup> warehouse space (including 15kft<sup>2</sup> mezz)  
 16 warehouse clients  
 12,780 unique pick bins  
 650k parcels annually  
 1800 Bulk pallet locations



**Plymouth**  
 40kft<sup>2</sup> warehouse space 4 warehouse clients  
 3,167 unique pick bins  
 72,370 parcels last year\*  
 6000 Bulk pallets  
 \*site only fully operational from September 2021



Start Bay Caravan and Motorhome



# The five whys and five rules of successful fulfilment outsourcing.

## 5 Whys:

Typical Reasons for outsourcing – why and when it makes sense

What a fulfilment supplier can bring to the relationship

What Outsourcing achieves for retailers in terms of improving customer service

Other benefits that may not be immediately apparent

Flexibility

# The five whys of successful fulfilment outsourcing.

5 Whys/When:

Typical Reasons for outsourcing –  
why and when it makes sense

- To enable the company to focus on product and marketing
- Prevent the need to commit to property
- Save on the need to invest on WMS and other systems
- If you are a start up only outsource once you have in house experience
- Don't outsource if you have a highly bespoke offering

# The five whys of successful fulfilment outsourcing.

5 Whys/When:

What a fulfilment supplier can bring to the relationship?

- Ability to scale both with property and staff
- Market experience and a fresh way to tackle challenges
- A one stop supplier for all your logistic requirements
- Improve cut off times – 35 - 40% of sales happen between 3pm-10pm.

# The five whys of successful fulfilment outsourcing.

5 Whys/When:

What Outsourcing achieves for retailers in terms of improving customer service

- Focus on key performance metrics such as speed of despatch
- Access to improved reporting on issues such as damaged in transit and other returns data
- Extended opening hours/weekend working for warehouse and contact centre
- System driven customer touch points

# The five whys of successful fulfilment outsourcing.

5 Whys/When:

Other benefits that may not be immediately apparent

- Savings on carriage and packaging
- Marketing opportunities such as bounce backs
- Improved cash flow especially with staff costs
- Cross fertilisation of ideas
- Value added extras
- Keeping up with H&S legislation
- Sustainability goals
- Fulfilment for Europe/US

# The five whys of successful fulfilment outsourcing.

5 Whys/When:

Flexibility

- Ability to manage peaks and troughs
- Only pay for the storage you need
- Systems and IT resource
- Flexibility to change carrier at short notice

# Five rules of successful fulfilment outsourcing.

## 5 Rules:

Treat the fulfilment relationship as a true partnership

Communicate clearly and meet regularly

Agree service levels and expectations

Ensure uniform processes

Share the benefits of efficiency savings

# The five rules of successful fulfilment outsourcing.

**5 Rules:**

**Treat the fulfilment relationship as a true partnership**

- A fulfilment partnership is like a marriage
- Mistakes will happen
- Put yourselves in the other party's shoes
- Be proactive
- Don't assume anything

# The five rules of successful fulfilment outsourcing.

5 Rules:

Communicate clearly and meet regularly

- Be clear about your expectations
- Agree a framework when meeting including reviewing data
- Leave time to see fulfilment operation and meet staff
- Be open about future plans

# The five rules of successful fulfilment outsourcing.

5 Rules:

Agree service levels and expectations

- Agree a key set of metrics usually around speed of despatch, picking accuracy, stock shrinkage and damage levels
- Share aspirations if service levels are not currently achievable
- If you want to insist on penalties for non-performance expect to be able to guarantee minimum activity levels

# The five rules of successful fulfilment outsourcing.

5 Rules:

Ensure uniform processes

- Try and ensure that the fulfilment process is as simple as possible
- Ensure that stock comes mail order ready or that work is carried out at goods in especially for fragile items
- Agree on a set of rules that defines carrier methods and packaging
- Limit exceptions to the rule

# The five rules of successful fulfilment outsourcing.

**5 Rules:**

**Share the benefits of efficiency savings**

- Be open with one another where there are existing extra costs and inefficiencies
- Try and adopt tried and tested processes to save cost
- Work together to ensure that both parties benefit

# Thank you. Any questions?



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