



Challenge

To improve the efficiency of Cath Kidston's operations across the organisation and also help it continue to drive the business forward during a time of multi-channel growth.

Summary

Cath Kidston, the vintage inspired accessories, homeware and fashion brand, has further strengthened its multi-channel solution from Maginus, to deliver a great customer shopping experience across all their sales channels.

Maginus has improved efficiency by managing Cath Kidston's stock control and warehouse environment. The system enables them to offer customers preferred delivery time slots, improving the customer service offering. Such initiatives have resulted in a 25 per cent reduction of customer complaints and a significant increase in sales. Maginus eCommerce has provided the website with increased flexibility. This allows Cath Kidston to increase bandwidth in busy times while ensuring that it only pays for what it needs.

Company Profile

Cath Kidston is famous for its vintage inspired prints on everything from clothing, accessories to a variety of homewares. The company was founded in 1992, when Cath Kidston opened the first shop in Notting Hill selling old junk furniture and vintage fabrics. There are now shops in the UK, Europe and the Far East.

Quick Facts

www.cathkidston.co.uk

Industry

Vintage Homewares & Fashion

Customer profile

Multi-channel retailer

Maginus solution

Maginus OMS

Customer benefits

- Improved customer service with 25% reduction in customer complaints
- Increased turnover via the web
- Increased the percentage of orders that can be despatched same day

"The Content Management System within Maginus eCommerce means we can make changes ourselves, which gives us much more flexibility than before and has allowed us to reduce costs."

Paul Spinks, Cath Kidston

Solution

The business wanted a solution that would support the company as it embarked upon a period of continued growth. Paul Spinks, Managing Director at Cath Kidston, explained, "Our new site will support the business as it continues its expansion. The website needed technology, that will offer better integration between the website and the head office retail system, and we needed a solution that could support our warehouse." After a rigorous selection process the retailer selected Maginus. The business went live with Maginus, Maginus eCommerce and hosting services in November 2008 and has 80 users.

Customer Benefits

Maginus has improved how the company manages its stock control and its warehouse environment. Spinks said, "Following the introduction of Maginus we have accurate stock data which is available to all users of the system and on the web site in real time. This ensures that we can give customers accurate information regarding stock availability, which has improved our customer service."

Cath Kidston has dramatically improved the percentage of orders that can be dispatched on the same day that the order is placed. Also recent stock take results revealed only 0.1 per cent stock loss. This accurate stock data means the business can offer faster dispatch times and different delivery times slots.

Spinks added, "Our picking and packing accuracy has improved dramatically and this means our same day dispatch figures have increased to over 95 percent. With the new system we can also offer customers a preferred delivery time slot such as; morning, afternoon or evening which has improved customer satisfaction."

Maginus eCommerce has provided stability & flexibility to Cath Kidston's website offering and Maginus also hosts the site & the flexible hosting model. This allows Cath Kidston to increase the bandwidth in busy times and ensuring that it only pays for the bandwidth it needs.

This technology is having a big impact upon the day-to-day running of the business. The company now has the flexibility to customise the look and feel of the website, while its peak end of season summer sale orders were dispatched within days.

Spinks said, "The rollout of the technology is crucial in supporting our long-term business plans. We are expecting it to improve the stock replenishment process and we are excited at having more real-time transactional information across the business."

The business has also managed to reduce costs, particularly in the warehouse, as the system is much slicker and faster than the previous system. This is reflected in the company's sale figures. The company has achieved significant sales growth in the last year and Maginus has enabled them to manage and handle the growth while dramatically improving customer service. Sales have grown at break-neck pace for Cath Kidston.

The implementation of this technology will help the business as it moves into an exciting new growth phase, allowing key departments to work together and deliver a true multi-channel offering to its customers.