



About Denis Rawlins

Founded in 1969, Denis Rawlins Ltd is a supplier of innovative cleaning solutions to businesses that provide a scientifically-proven hygienic clean and guaranteed return-on-investment. As they have grown over the years, several other companies and products have been brought into the Denis Rawlins family.

CCL have helped us reduce our logistics costs across our brands. With the team now using myCCL the warehouse efficiency has drastically increased and we can process more orders

Mark O'Sullivan, General Manager

The Challenge

Denis Rawlins use a single order management system – Apex IT's Interprise Suite - for their entire family of brands. Each brand maintained its own database and followed a different process for picking, packing and shipping orders with different carriers. The result was a fragmented, resource heavy and time intensive dispatch process.

The Solution

- ✓ A single platform, myCCL, for booking shipments, creating labels and tracking orders
- ✓ API integration with Interprise to allow automation of data to and from myCCL
- ✓ Business rules choose the best carrier and service for each order
- ✓ Dispatch stations in the warehouse generate labels for each picked order with just one click

CCL trained the Customer Service and Warehouse teams on the changes to the dispatch process and system to make sure they could be confident and competent in following the new process.

You can improve your pick, pack and dispatch process with myCCL. Get in touch to find out how

The Benefits

More shipped in less time, with fewer resources and fewer errors

myCCL has provided Denis Rawlins with a single integrated system for booking shipments and generating labels, removing the need to use multiple carrier systems. This has saved time, reduced costs and increased the consistency of its dispatch process across its family of brands.

The seamless integration of myCCL and Interprise Suite, has reduced the effort of entering information to process an order, with fewer manual data entry errors saving further time, not having to rekey.

Streamlined process and optimised costs with automation

Multiple dispatch stations and myCCL's One Click Dispatch, allow each member of the Warehouse team to generate labels quickly for their own orders, without the need to queue.

One Click Dispatch's business rules automatically select the best carrier and service for each order, helping Denis Rawlins optimise costs through least cost routing.

Denis Rawlins can then analyse carrier service and delivery performance reports, to help inform changes to the business rules as well as to the pick, pack and dispatch process.

Enhanced customer service and improved customer experience

myCCL enables Denis Rawlins to automatically notify customers by email that their order has been dispatched, with a different branded email template for each of its brands. This has reduced the number of WISMO ("Where is my order?") enquiries.

The Customer Service team can track all shipments on myCCL's dashboard, with any problems, such as delayed shipments, clearly highlighted. This allows the team to focus on resolving these issues and proactively informing customers.



Working with CCL we have created long-term efficiencies and future proofed the dispatch part of our business. The myCCL system has enabled a consistent easy-to-use process for our team.

John Traynor, Group Financial Director



The Results

Standardising and automating the pick, pack, dispatch process has created consistency and efficiencies to help future-proof the business as it continues to grow.

Due to the positive experience and the value gained from using myCCL, Denis Rawlins has now expanded its use to include pallet shipments.

Summary



More shipped in less time, with fewer resources and fewer errors



Streamlined process and optimised costs with automation rules



Enhanced customer service and improved customer experience