

## Case Study



Ecommerce

P800

Shelf-to-Person

### The Challenge

- Peak Season Pressure: Black Friday, Cyber Monday, and holiday rush demand efficient order fulfillment.
- Customer Expectations: High demand for fast, reliable delivery services.
- Operational Complexity: Managing high-volume orders while maintaining customer satisfaction.



### Geek+ Solution

- Solution Deployed: Shelf-to-Person
- "Peak Season Hero" Strategy: A scalable, efficient solution tailored for peak periods.
- Advanced Automation: Leveraged cutting-edge technology to streamline operations.
- Seamless Collaboration: Combined THG Fulfil's expertise with Geek+ solutions for optimal results.

### Geek+ Impact

- Late-Night Shopping Support: Enabled 1 a.m. Next Day Delivery cut-off for brands like ESPA and LOOKFANTASTIC.
- Efficiency: Improved operational workflows, boosting customer satisfaction.
- Scalability: Supported items of any size, with 95% of units processed through automation.
- Real-Time Insights: Delivered actionable data and analytics via an innovative software platform.



### About Partner

THG PLC is a global leader in Beauty, Nutrition, and E-commerce solutions. Its THG Ingenuity division offers cutting-edge services. With expertise in direct-to-consumer brands, THG Ingenuity delivers pragmatic, global solutions across all aspects of commerce.

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