

CUSTOMER SUCCESS STORY

Delivery excellence, customer and environmental focus for today and tomorrow

Women's shoe brand Tamaris relies on Seven Senders to drive its internationalization, customer experience, and sustainability strategies



Achieving success in international e-commerce is something of a juggling act. On the one hand, it's about providing customers with the best support possible. On the other, businesses need to focus on streamlining processes, reducing costs, expanding into new markets, and meeting sustainability targets. **This is where Tamaris, one of the brands owned by the Detmold-based Wortmann Group, decided to rely on the internationalization and carrier expertise of Seven Senders.**

A strong carrier network enables easier internationalization

Tamaris shoes, clothing, and accessories are sold online in 25 European countries. All sales activities aim to ensure a holistic and satisfactory customer journey with minimal environmental impact. The DACH region is one of the company's strongest markets, with international markets playing a particularly important role. Since Tamaris now has an experienced partner in Seven Senders – a partner whose extensive carrier network allows country- and customer-specific delivery optimization – the women's shoe manufacturer can push its internationalization further and build country-specific websites.

This means that today, for example, there are individual online shops in Czech, Polish, Italian, Greek, and Danish. "Where international growth is concerned, we define core markets to adopt a more optimal approach. In addition to a store and customer service in the local language,

this includes a last mile carrier that should be the best for the respective country," reports Marco Ziemski, Head of E-Commerce at Wortmann Fashion Retail GmbH. To ensure success in this endeavor, Tamaris has been cooperating closely with Seven Senders since 2019.

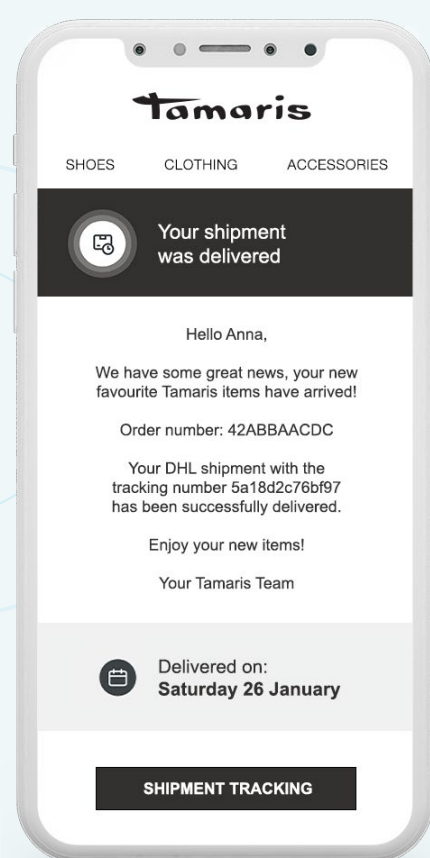
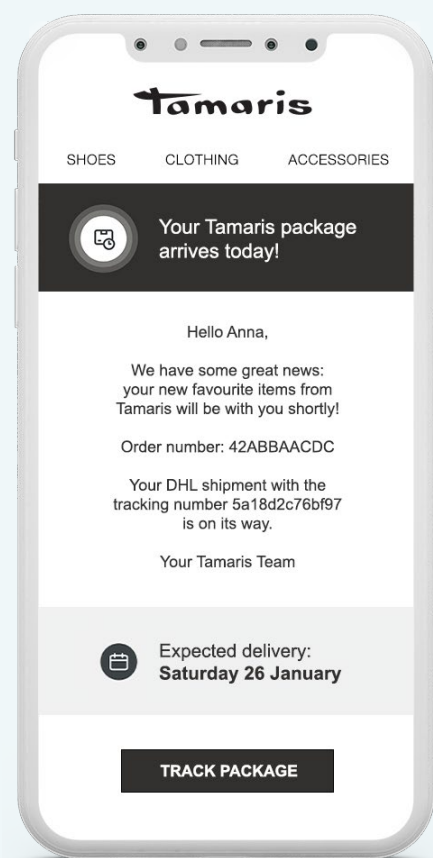
The cooperation began with France, the Netherlands, and Austria. Switzerland was next, followed by Denmark and Sweden.

“ We were able to increase our delivery volume last year significantly. This success is undoubtedly also related to the fact that delivery quality, delivery options, and the like play a very important role for us, which we are addressing and optimizing with the aid of Seven Senders. ”

Transparent customer communication in Tamaris design

Another important area for the company is close and personalized communication with customers. This is the central pillar of the business's customer services strategy to increase satisfaction. For example, the customer is informed personally and directly by Tamaris when a shipment is on its way or will arrive soon rather than via a link to the carrier's website. This is made possible by the Seven Senders Notifications service.

The fact that the customer receives these messages in the Tamaris style lends itself to further sales opportunities – details of interesting products can be included, for example. The end customer remains in the Tamaris world instead of being redirected to an external company. Tamaris is currently trialing Notifications in the German market to see how well the service is received. As the click rates demonstrate high performance, customers in other countries should also soon benefit from this option.



Meeting customer needs more precisely

So why did Tamaris choose Seven Senders? This is also due to the international growth and the diverse possibilities of the delivery specialist. Previously, the company cooperated with a fulfillment partner who was responsible for carrier management. A catalog of last mile carriers for various countries was available. However, when Tamaris changed partners in 2019, the company took the opportunity to set up its carrier management independently.

All countries were handled by one delivery partner initially. Ziemski explains: "But then it occurred to us that our setup wasn't perhaps as ideal as we would have liked or as our end customers would have expected. For example, we wanted to offer Colissimo in France and Post AT in Austria. Mainly due to the fact we wanted to offer end customers the delivery experience they are used to." Working with Seven Senders and new carriers allowed Tamaris to cut its delivery times in Austria and France by almost a day.

Making shipping greener

7SGreen

As well as supporting Tamaris's internationalization strategy, Seven Senders also supports the company's sustainability strategy. The climate-neutral transport of all packages in the company (for example, from the warehouse to the store), a company headquarters equipped with photovoltaics, or the virtual animation of new shoe models before the start of production are just a few examples with which the company wants to become greener. The Seven Senders service 7SGreen supports the strategy of more environmentally friendly shipments of goods.

The idea behind 7SGreen: E-tailers can pay pay three cents per shipment and make an active contribution to environmental protection. The DEKRA-certified calculation of the CO2 emissions produced per parcel enables them to be offset precisely.

Annual certificates provide an overview of the saved emissions. For Tamaris, 7SGreen is one element in its green shipping strategy. Other examples include an absence of color printing on parcels leaving the warehouse and the use of paper- rather than plastic-based adhesive tape. And the company is always on the lookout for new ways to make shipping greener.

“As we know, a lot of emissions are emitted in e-commerce through parcel shipments and returns. We have to and want to compensate for that. That's why it's great that we can now ship to all countries carbon-neutral with 7SGreen.”

E-commerce partners with set requirements

Tamaris also works with platforms such as Zalando and About You, which have specific carrier requirements. Take Sweden and Denmark, for example: Here, the company starts with PostNord together with Seven Senders because this is a well-known and popular carrier in the region. On the other hand, however, Zalando also specifies PostNord. “So the requirements of the partners and platforms and the wishes of

the end customers have to be taken into account,” Ziemski points out. With the help of Seven Senders, this balancing act can be mastered well. And new carriers can be onboarded without difficulty. In France, for example, Tamaris is currently planning together with Seven Senders to bring other carriers onboard to cover consumer requirements more effectively.

Fast onboarding, simplified customs clearance

The cooperation with Seven Senders makes it possible to quickly and easily connect new and additional carriers or to offer alternative payment options.

Denmark is a case in point: The switch to the PostNord carrier was completed within a few weeks and was completely straightforward. For business in Switzerland, Seven Senders was able to offer a customs clearance and returns solution with MS Direct that does not involve any costs to the customer or require any effort on their part. Ziemski explains: “Without this option, shipping to Switzerland would be extremely costly, possibly not even feasible for us. So we are very happy that Seven Senders and MS Direct take much of the burden off us.” Expansion into the UK market is planned.

“ For us, working with Seven Senders is like putting together your perfect bouquet of flowers – we can pick and choose which carrier works best, which service makes sense, and more. In discussions, we learn what advantages there are for end customers. This international expertise is very valuable. At the same time, the cooperation makes onboarding much easier for us. The chemistry, the setup, commercially – it all just works. ”

We are in constant dialogue to improve delivery processes

Seven Senders offers a range of advantages to commercial enterprises and brands such as Tamaris that are looking to expand internationally, enabling them to be competitive, customer-oriented, and sustainable. The carrier network allows additional flexibility. Services such as Notifications and Tracking and individual delivery options ensure a greater customer focus.



“ Together, we are continuously developing new approaches to become better and more efficient – whether we’re talking about shipments, returns, customer support, or sustainability. Our cooperation is always goal-oriented, customer-focused, and uncomplicated, and communication is excellent. ”

– Marco Ziemski,
Head of E-Commerce at
Wortmann Fashion Retail GmbH



About the Wortmann Group

The Wortmann Group, known for its Tamaris, Caprice, Jana, Marco Tozzi and S. Oliver Shoes brands, is one of the largest shoe distribution companies in Europe and is considered one of the leading companies for fashionable women's shoes. Its collections are sold in over 70 countries and more than 15,000 shoe stores worldwide. The Group also has a holding in Novi Footwear International Co. Ltd. in Hong Kong, which counts numerous global retail chains among its customers. Internationally, the Wortmann Group has over 1,100 employees. Worldwide, around 30,000 employees produce for the Detmold-based company.

www.wortmann-group.com

www.tamaris.com

About Seven Senders

Seven Senders is the leading delivery platform for parcel shipping. The company, founded in 2015 by Johannes Plehn and Thomas Hagemann, connects senders with its carrier network of more than 100 parcel delivery agents throughout Europe to offer excellent local shipping as a competitive advantage. With additional shipping services such as a Claims Center & Insurance, Return Portal, and Labels, Seven Senders makes international shipping easy. Automated dispatch notifications and tracking and monitoring solutions ensure a transparent shipping process while monthly reports and analytics facilitate data-based performance optimizations. Shippers receive everything from a single source with the Seven Senders delivery platform, which greatly reduces complexity.

www.sevensenders.com

Take your international parcel shipping to a new level.

Ask us about the optimal bundle solution for you.

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